FEBRUARY 14, 1949 TELEVISION DIRECTORY PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

PUBLIC LIBRARY
FEB 16 1949
DETROIT

WOR RESOLVES

...that, during the year 1949, it will:

1. Continue to reach more families, during the day and during the night, than any other station in the United States.

2. Continue to reach these families at the second lowest cost per thousand of any station of equal power in the United States.

3. Continue to be listed daily and to receive constant mention in 170 newspapers with a total circulation of 11,416,782.

4. Continue to increase its daytime audience, which, in the past 5 years, has grown 22% greater and shows every indication of continuing to grow greater.

5. Continue to reach the majority of 36,000,000 people in 430 counties in 18 states from Canada through Georgia.

6. Continue to have the majority of the highest rated local programs of any major New York station.

7. Continue to pull more than one million letters a year from listeners in 47 of the 48 United States.

8. Continue to add to the impressive list of fourteen sponsors who have used WOR for no less than 12 successive years.

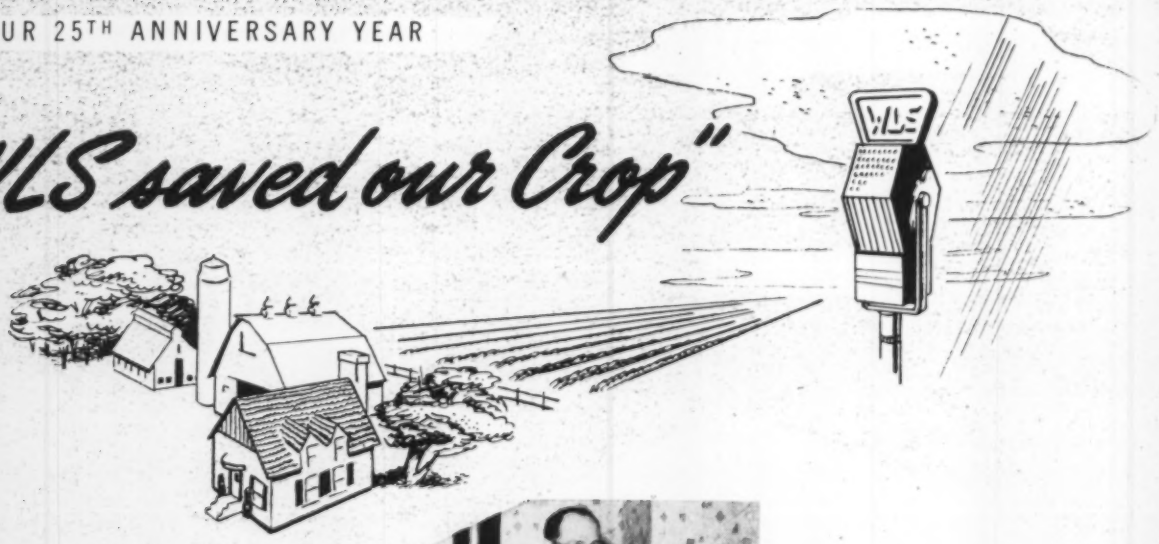
continue to be.....WOR

—the station heard by the most people where the most people are

mutual

OUR 25TH ANNIVERSARY YEAR

"WLS saved our Crop"



TO farmers of Midwest America, weather is serious business . . . and it *is business.* Snow, sleet, wind, rain – any one of these can spell profit or loss for thousands of rural folks. That is why WLS stresses accurate, frequent weather reports.

Benjamin Kombrink, farmer near Carlinville, Illinois, says: "WLS has radio's most complete weather reports. 'Way back in 1933, your WLS weather reports saved our crops."

Mr. Kombrink's crops were late that year; an early frost could wipe out a year's labor. WLS, in constant touch with the U. S. Weather Bureau, put the message on the air; "Cold snap . . . killing frosts tomorrow." Mr. Kombrink, with the help of his neighbors, got busy, harvested corn and soy beans . . . only hours ahead of the frost which would have meant complete loss.

For 25 years, the Kombrinks have been loyal WLS listeners. They are like countless others, whose planting and harvesting work – even their social life – is planned around WLS broadcasts. They listen regularly to the WLS National Barn Dance; Dinnerbell, with its timely farm information, is a must in their home. So is Dr. Holland, WLS staff pastor, with his inspirational messages.

The Kombrink family remembers WLS best for the time we saved their crops. Other folks in Midwest America look back over our first 25 years and say "thank you" for entertainment, for money-making market reports, for many things that radio (and WLS in particular) offers.

These are the things that have created for WLS a confidence, an exceptional listener loyalty – services which have led to sure advertising results. For case histories . . . proof of results . . . ask your John Blair man.

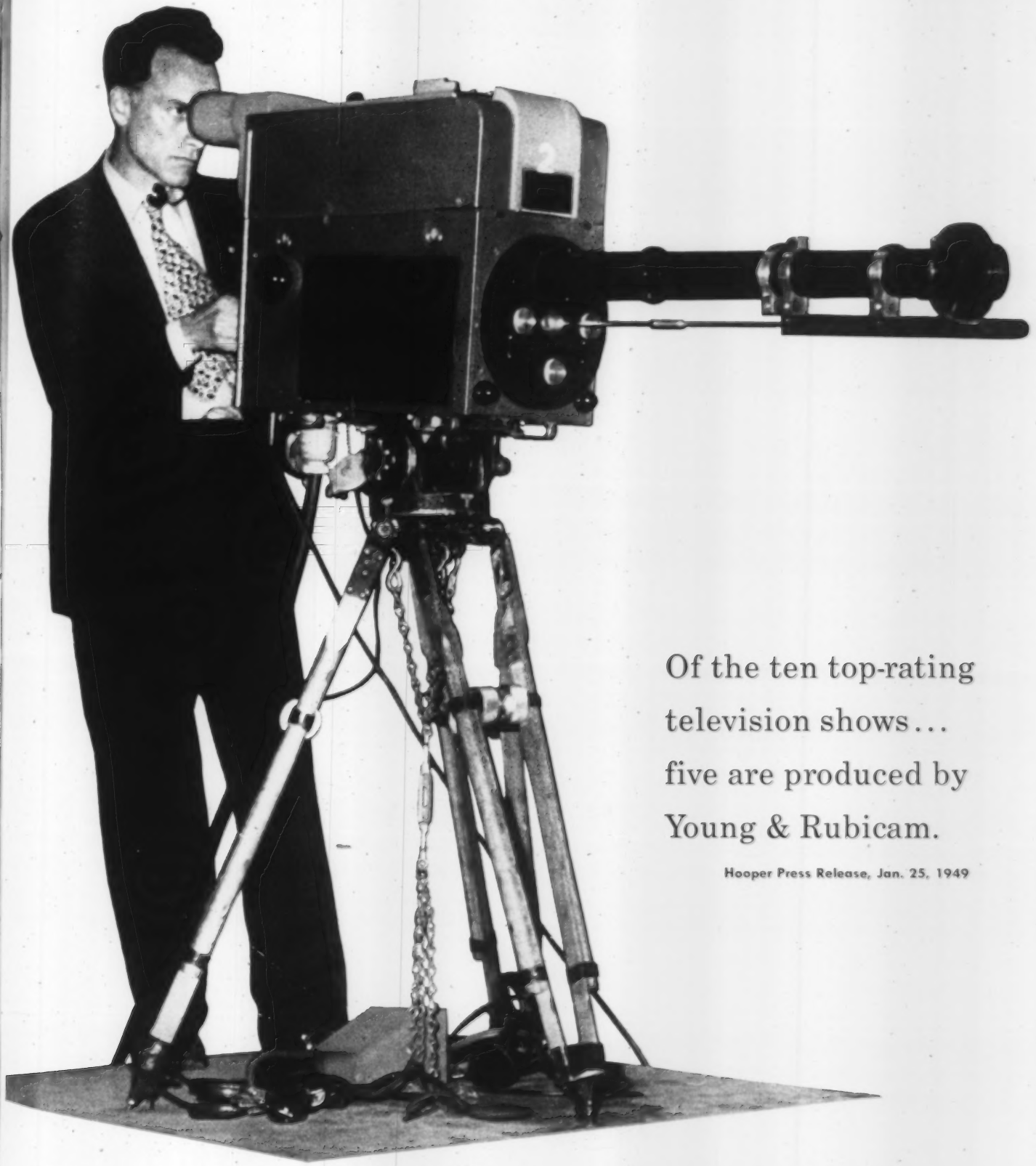
A Clear Channel Station

WLS CHICAGO 7 The PRAIRIE FARMER STATION

890 KILOCYCLES - 50,000 WATTS - ABC AFFILIATE

REPRESENTED BY JOHN BLAIR AND CO.

THE NEWEST MEDIUM



Of the ten top-rating television shows... five are produced by Young & Rubicam.

Hooper Press Release, Jan. 25, 1949

YOUNG & RUBICAM, INC. ADVERTISING

New York Chicago Detroit San Francisco Hollywood Montreal Toronto Mexico City London

Published every Monday. 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1923, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING at deadline

Closed Circuit

NOTHING was said about it but FCC Chairman Coy conferred with President Truman Monday. Topics discussed, it is surmised, may have included: (1) President's desire to keep Mr. Coy in his official family—probably new top slot to be created under the pending reorganization plan; (2) Mr. Coy's desire to improve his financial status even if it means returning to private industry where he could almost write his own ticket; (3) what to do about Senate Commerce Committee's report which could seriously impede FCC's allocations and regulatory functions; (4) who might succeed Mr. Coy if and when he leaves FCC for either another government slot or private radio status.

ON RECORD was front door visit of CBS President Frank Stanton last Tuesday for 15-minute session with Chief Executive. There was no comment forthcoming from Mr. Stanton but it's presumed he commended present FCC under Coy chairmanship.

NBC President Niles Trammell and Gustav Margraf, his vice president and general counsel, in Hollywood incognito last week. Main purpose to tie up Fibber McGee & Molly for TV as well as radio against counterproposals from CBS.

DON'T LOOK for return to full-scale TV licensing before about July. That's earliest possible date, in opinion of inside. Even if FCC is able to come out with proposed new TV allocations table and engineering standards in April—which will take some pushing—another 90 days probably will be needed to make them final. Until they're final, current freeze can't be lifted.

IF CBS enters radio equipment field it will be in receiver manufacturing end. Recent negotiations with Bendix and Magnavox fizzled. There have been conversations with other manufacturers too. CBS isn't interested in transmitter end and there have been no conversations with Western Electric in light of pending anti-trust litigation.

OIL FIRM and steel firm each interested in sponsoring half-million dollar ABC television series, *Crusade in Europe*, based on Gen. Dwight D. Eisenhower's book. Both prospective sponsors sensitive about being linked with "sponsoring a war" because of their types of business yet feel series is most important document. First episodes of the Eisenhower series will be previewed today at Twentieth Century-Fox, New York. Telecasts will begin early in March [BROADCASTING, Feb. 7].

EDUCATIONAL FM band, only fractionally filled (52 stations operating or authorized), being eyed by church groups, who want to share it. Southern Baptist Convention and General Baptist Convention of Texas, long in-

(Continued on page 90)

Upcoming

Feb. 14: American Marketing Assn. Market Research Discussion group, Sheraton Hotel, New York.

Feb. 14-16: NAB Board of Directors meeting, Roosevelt Hotel, New Orleans.

Feb. 15: Advertising Women of New York luncheon meeting, "Television—Today's Developments," Hotel Astor, New York.

Feb. 15: TBA Educational Committee meeting, TBA Board Room, 500 Fifth Ave., New York.

Feb. 16: Society of Motion Picture Engineers, Atlantic Coast Section, Western Union Bldg., New York.

(Other Upcomings on page 88)

Bulletins

NBC in New York Friday confirmed Hollywood reports that Bob Hope would remain on network next season and also would undertake NBC television show. Program probably would originate in Hollywood and be telecast by kinescoping recording in East and Midwest.

EFFECTIVE April 3, International Harvester moves *Your Harvest of Stars* from CBS to NBC, Sundays, 5:30-6 p.m. Program now heard at 5:30, RCA Robert Merrill show, moves up to 5-5:30 p.m. McCann-Erickson, New York, is agency for Harvester, J. Walter Thompson for RCA Victor.

THREE STATION TRANSFERS GIVEN APPROVAL OF FCC

THREE COMPLEX, long-pending station transfers approved by FCC Friday. Transactions involve WKLV Blackstone, Va.; KBLF Red Bluff, Calif., and WHKP Hendersonville, N. C. Chairman Wayne Coy dissented in all three cases.

WKLV was granted assignment of license from Frank W. Wagner to Nottoway Broadcasting Co. Inc., new firm of 77 local individuals. Firm has issued 267 shares $50 par stock and proposes to give 145 shares (35%) to Mr. Wagner as president and treasurer. Group has advanced money to WKLV. Other officers include: H. S. Robertson, vice president, 1 share; J. L. Manson Jr., secretary, 1 share; W. P. Bagwell Jr., director; J. L. Manson Sr., director, 10 shares; N. L. Beville, director, 10 shares; H. R. Hamlett, director, 5 shares; E. C. Moncure, director, 3 shares; E. J. Silverman, director, 20 shares; R. L. Sellers, director, 3 shares.

KBLF was granted assignment of license from Robert L. Weeks to Dr. Russel G. Frey. FCC said that in September 1946, prior to receipt of KBLF's license, Mr. and Mrs. Weeks entered partnership to run station with Dr. and Mrs. Frey for total consideration of $10,000. Mr. Weeks was to be manager at $250 monthly plus 10% net profits. In November of that year, Mr. Weeks borrowed $5,000 from Dr. Frey using his partnership interest as security. Commission spokesmen said Mr. Weeks later left Red Bluff and "abandoned" KBLF. Dr. Frey has put some $40,000 into station, mostly to cover operating losses.

WHKP was granted assignment of license from Redege Broadcasting Co. to Radio Hendersonville Inc. Redege was co-partnership of Monroe M. Redden and William A. Edgerton. Mr. Redden left firm in 1946 upon election to U. S. Congress as Representative from North Carolina. Mr. Edgerton formed Radio Hendersonville in November 1946 with R. L. Whitmire and L. B. Prince. FCC said, and in December 1947 sold station to L. R. Amos and C. E. Morgan. Ownership now includes: L. R. Amos, 40%; Virginia Amos, 6%; C. E. Morgan, 50.5%, and Claire F. Morgan, 3.5%.

Business Briefly

$50,000 SPOT DRIVE ● Altes Brewing Co. (Altes Lager Beer, San Diego, plans $50,000 spot campaign starting March 1 on California stations. Agency, Zeder-Talbott, Hollywood.

SOAP FIRM ADDS ● Manhattan Soap Co., New York, to add Tuesday and Thursday segments (5-5:15 p.m., PST) to Mon.-Wed.-Fri. sponsorship of Knox Manning's *Front Page Features* on CBS Pacific network starting April 5 for 26 weeks. Agency, Duane Jones, New York.

'CORONET' NAMES S&S ● Schwimmer and Scott, Chicago, named to handle radio advertising for *Coronet* Magazine. Walter Schwimmer, agency vice president, announced appointment is effective with May issue.

FRAM SPONSORS ● Fram Corp. (oil, gasoline and air filters), East Providence, R. I., March 12 starts for 13 weeks five-minute *Sports Thrill of The Week* on nine Don Lee stations plus KOOL Phoenix, Ariz., Sat., 6:55-7 p.m. (PST). Agency, Van Sant, Dugdale & Co., Baltimore.

SAYMAN APPOINTS OLIAN ● Sayman Products Co., St. Louis, named Olian Advertising, same city, to handle its account. Products to be advertised: Sayman Vegetable Wonder Soap, Dojean Lanolated Soap, Sayman Salve, Sayman Liniment, Jitterbug Insect Repellent. Radio will be used.

HOUSTON JOINS L & M; SCHNEIDER IS PROMOTED

BRYAN HOUSTON, formerly Pepsi Cola Co. executive vice president and with Paul Hoffman, Marshall Plan information director, was named executive vice president of Lennen & Mitchell, New York, succeeding Lou Thomas, who resigned. Mr. Houston was with Young & Rubicam from 1935 to 1946. John G. Schneider, agency's copy chief and vice president, was appointed director of copy. He has been with L & M past four years.

RTDG-WJZ-TV SPEEDUP ORDER

RADIO and Television Directors Guild, New York, gave its negotiating committee two weeks to reach contract with WJZ-TV New York. Dissatisfaction was expressed at progress of negotiations, under way since November. Committee, which has backing of strike authorization, instructed to report to membership Feb. 21.

GALLERY GIVEN SALES POST

TOM GALLERY, public relations director of DuMont television network, appointed sales director Friday. Humboldt J. Greig, formerly in charge of sales, named assistant to Mortimer W. Loewi, network's director (see earlier story page 33).

HIGHEST AVERAGE HOOPERATING IN U.S.

♪ "Our dreams are getting sweeter all the time!" ♪

AGAIN—WRVA LEADS THE NATION!

IN CONTINUOUS HOOPER-RATED CITIES

1ST. IN THE EVENING

2ND. IN THE MORNING

4TH. IN THE AFTERNOON

BROADCASTING • December 20, 1948

HOOPER TOP 20 STATIONS

September-October, 1948

MORNING		AFTERNOON		EVENING	
Station	Share of Audience	Station	Share of Audience	Station	Share of Audience
WCCO Minneapolis-St. Paul	47.7	WKY Oklahoma City	45.6	WRVA Richmond	46.9
WRVA Richmond	42.1	KPRC Houston	42.5	WKY Oklahoma City	44.7
KSL Salt Lake City	41.7	WOAI San Antonio	41.9	WOW Omaha	41.7
WHEC Rochester	41.7	WRVA Richmond	41.4	WHIO Dayton	40.2
WHIO Dayton	41.6	WFBL Syracuse	40.3	WBEN Buffalo	38.9
KRNT Des Moines	41.1	KOA Denver	38.8	WSB Atlanta	38.7
KOIL Omaha	40.6	WHEC Rochester	37.5	WBNS Columbus	37.8
KMOX St. Louis	40.5	KRNT Des Moines	37.2	WSPD Toledo	37.8
WSPD Toledo	38.9	WSPD Toledo	36.6	WHEC Rochester	36.6
WBNS Columbus	38.8	WSB Atlanta	36.5	WAVE Louisville	36.1
WFBL Syracuse	36.1	WOW Omaha	35.6	WOAI San Antonio	36.0
WBEN Buffalo	35.5	WBNS Columbus	34.5	WCCO Minneapolis-St. Paul	35.7
WHAS Louisville	34.4	KDYL Salt Lake City	33.9	WTIC Hartford	35.6
WQAM Miami Beach	32.7	WSM Nashville	33.1	KOA Denver	35.2
WRRO Providence	32.6	WAVE Louisville	32.9	KRLD Dallas	33.5
ndianapolis	32.5	WCCO Minneapolis-St. Paul	32.9	WJR Detroit	32.9
n Francisco	31.8	WIOD Miami	32.8	WWL New Orleans	32.8
klahoma City	31.7	WNEB Worcester	32.1	KSTP Minneapolis-St. Paul	32.7
B rmingham	31.7	WHAM Rochester	32.0	WHAS Louisville	32.7
Detroit	31.5	WIBC Indianapolis	31.7	KOMO Seattle	32.4
Pittsburgh	31.3	WHDH Boston	31.6	WFLA Tampa	32.4
Syracuse	31.2	WJAX Jacksonville	31.6	WMAQ Chicago	32.0
	31.2			KGW Portland	31.9
				WSM Nashville	31.9

WRVA

RICHMOND AND NORFOLK, VIRGINIA

The Edgeworth Broadcasting Service

● NEWS—First in program preferences among ALL radio listeners receives *prime* attention at WFDF, first in popularity in Flint.

Scoops and exclusive newsbreaks are aired time after time by WFDF's alert and competent reporters and syndicated news is highlighted by WFDF's own news gathering staff.

But that's not all, Mr. Advertiser. Your sales story is given the same careful attention and forceful presentation as the news programs. You can be sure of reaching this lush $200,000,000 retail sales market, because WFDF—in every time period—has three to six times as many listeners as the runner-up local station.

The ears of Flint are tuned to WFDF.

AVAILABLE
"News of Flint"
7:05-7:15 P.M. Mon. thru Fri.
Hooperating—10.8

910 Kilocycles

WFDF FLINT MICH.

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

BROADCASTING
TELECASTING

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FEATURE CALENDAR

First issue of the month: Comparative Network Program Sponsors Schedule
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*
J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor;* Robert B. Luce, *Research Editor;* Mary Zurhorst, *Copy Editor.* STAFF: Lawrence Christopher, Phyllis Engelman, Jo Hailey, Ed Keys, Tyler Nourse, John Osbon. EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Diehl, Grace Hargrove, Mary Madden; Eleanor J. Brumbaugh, *Secretary to the Publisher.*

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Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Virginia Dooley. B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

SPECIAL PUBLICATIONS

BERNARD PLATT, *Director*
Estelle Markowitz.

CIRCULATION AND READERS' SERVICE

JOHN P. COSGROVE, *Manager*
Warren Sheets, Chapalier Hodgson, Jeanette Wiley, Elaine Haskell, Lillian Oliver.

NEW YORK BUREAU

250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Stella Volpi, Betty R. Stone.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Marjorie Dorrance.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO

417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office

Copyright 1949 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

DON'T BE A STATION(ARY) MANAGER . . .

Get on the move—to better program ratings, more salable shows. Capitol Transcription Library provides a backlog of "package shows" for both sustaining and commercial programming. Want to know how little it costs? Fill out the coupon.

A UNIQUE LIBRARY PROGRAM SERVICE

Capitol
TRANSCRIPTIONS
A Division of Capitol Records

Capitol Transcriptions
Sunset and Vine, Dept. B214
Hollywood 28, California

FREE — Rush new '49 demonstration record describing Capitol library and how it helps sell station time.

Name_____

Station_____ Position_____

Street_____

City_____ State_____

BR

DON'T BE A STATION(ARY) MANAGER . . .

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A UNIQUE LIBRARY PROGRAM SERVICE

Capitol
REG. U.S. PAT. OFF.
TRANSCRIPTIONS
A Division of Capitol Records

Capitol Transcriptions
Sunset and Vine, Dept. B214
Hollywood 28, California

FREE—Rush new '49 demonstration record describing Capitol library and how it helps sell station time.

Name _____

Station _____ Position _____

Street _____

City _____ State _____

The greatest fi

88% of all 79,640 Los Angeles tel

on

t first in all television!

es television sets were tuned to KTTV during its first day on the air! And KTTV was seen, on the average, by 9.8 people per set...a total of 686,815 spectators!

Facts Consolidated Study...New Year's Day when KTTV kicked off with Rose Bowl Game

Want your sales to score another great first in Los Angeles? Get into the KTTV picture . . . by getting in touch with KTTV, CBS-TV, or Radio Sales.

CHANNEL 11 KTTV

Owned by The Los Angeles Times and the Columbia Broadcasting System

you SELL more ...

when you TELL more

WFLA

delivers more listeners in the busy Tampa-St. Petersburg market where diversified payrolls provide steady buying power — *right around the calendar! All* programs — national and local, commercial and sustaining, are broadcast over both WFLA-AM and WFLA-FM. In the heart of Florida's richest trade area, you *sell* more people because you *tell* more people when you use the double impact of the Tampa Tribune Stations.

Tampa Tribune Stations

WFLA AM FM

NBC affiliate

TAMPA

NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.
SOUTHEASTERN REPRESENTATIVE
HARRY E. CUMMINGS
JACKSONVILLE, FLORIDA

Feature of the Week

OVER $10 million is spent annually by metropolitan Milwaukee teen-agers on such items as clothing, radios, records, books, and refreshments—a potential market going begging for lack of concentrated attention and selling. That's the conviction of Michael Ruppe Jr., founder of Teen Surveys and Teen Productions.

No businessman of considerable years and experience, Mr. Ruppe is a 19-year-old Milwaukee lad who last year set out to do the "impossible!" — survey the listening and buying preferences of the city's 70,000 teen-agers. His ambition, not yet realized, is also to attract clients who will pay him to learn these teen-age facts of life. Says Mr. Ruppe: "My goal is not to find out what the average teen-ager wants, but what *all* teen-agers want."

As a result, he formed Teen Surveys and Teen Productions—one to gather statistics, the other to serve those interested in reaching teen-agers through radio. Teen Productions also will help plan and present programs which interest that age bracket. Mr. Ruppe feels it will prove effective in getting across the sponsor's message, having at its fingertips various data as to listening habits. Teen Surveys-Productions claims a staff of reliable teen-agers who are leaders in their respective schools.

Mr. Ruppe's first two surveys, taken last fall, were conducted by student councils at South Division and Solomon Juneau high schools. A total of 1,476 out of 1,800 students participated at the former and 922 out of 1,018 at the latter. Mr. Ruppe admits these surveys constitute a mere start toward his ambitious objective. The students themselves were enthusiastic, he reports.

The questionnaire which students fill out lists questions on weekly allowances or earnings, number and types of radios per household, listening time preferences (daily, Saturday and Sunday), favorite stations, and types of programs, as well as tastes in

(Continued on page 75)

On All Accounts

THE "T" in TV stands for "tremendous" in the personal dictionary of Norman Charles Lindquist, director of television at Malcolm-Howard agency, Chicago. The medium made such a "terrific impact" on him, beginning in 1939, that "the adventure, and much of the mystery, still linger."

Norm made his video debut as a trombonist at Zenith's experimental station, WTZR Chicago, 10 years ago. "They used only two cameras, the lights were unbearable, and the results were horrible," he recalls. His musical career began when he took up piano and later "brass" while in grammar school. An enterprising youth, he also sold newspapers in the morning, milk at noon and home-made lead toy soldiers at night.

During four years of high school at De LaSalle Institute, Chicago, he played first trombone in the band and often blew his way to the top in solo contests. He added to his petty cash by working as a freelance musician and promoting 10-cents-a-ticket magic shows. In his senior year, he wowed children flocking to the Enchanted Isle at the Chicago World's Fair as Quisto, the Magician.

After being graduated from high school, he worked for the Pullman Co., first as a temporary messenger, then as a laborer, later as a painter, and finally as secretary to the district superintendent. He added to his income by playing one-night stands around Chicago.

Norm was secretary to the vice president and general manager of the Chicago Screw Co. in 1941 when he enlisted in the Navy after refusing service deferment offered because of Army and Navy contracts held by the firm. At Great Lakes he was sifted into recruiting at Chicago's Old Postoffice Bldg.

NORM

While arranging for Naval recruiting programs to be aired locally, Mr. Lindquist in the next four years wrote and produced three regular radio shows weekly, supervised special events and remote broadcasts, played and sang with name bands and produced and emceed TV shows.

Norm attended night school four years at De Paul U., majoring in marketing and advertising. In May 1944 he was married to Margaret Mary (Peggy) McGorrin of Chicago, who busies herself collecting Chinese art objects and painting in oils.

His TV experience in the Navy

(Continued on page 75)

for profitable selling—
INVESTIGATE

WDEL
WILMINGTON
DEL.

WGAL
LANCASTER
PENNA.

WKBO
HARRISBURG
PENNA.

WORK
YORK
PENNA.

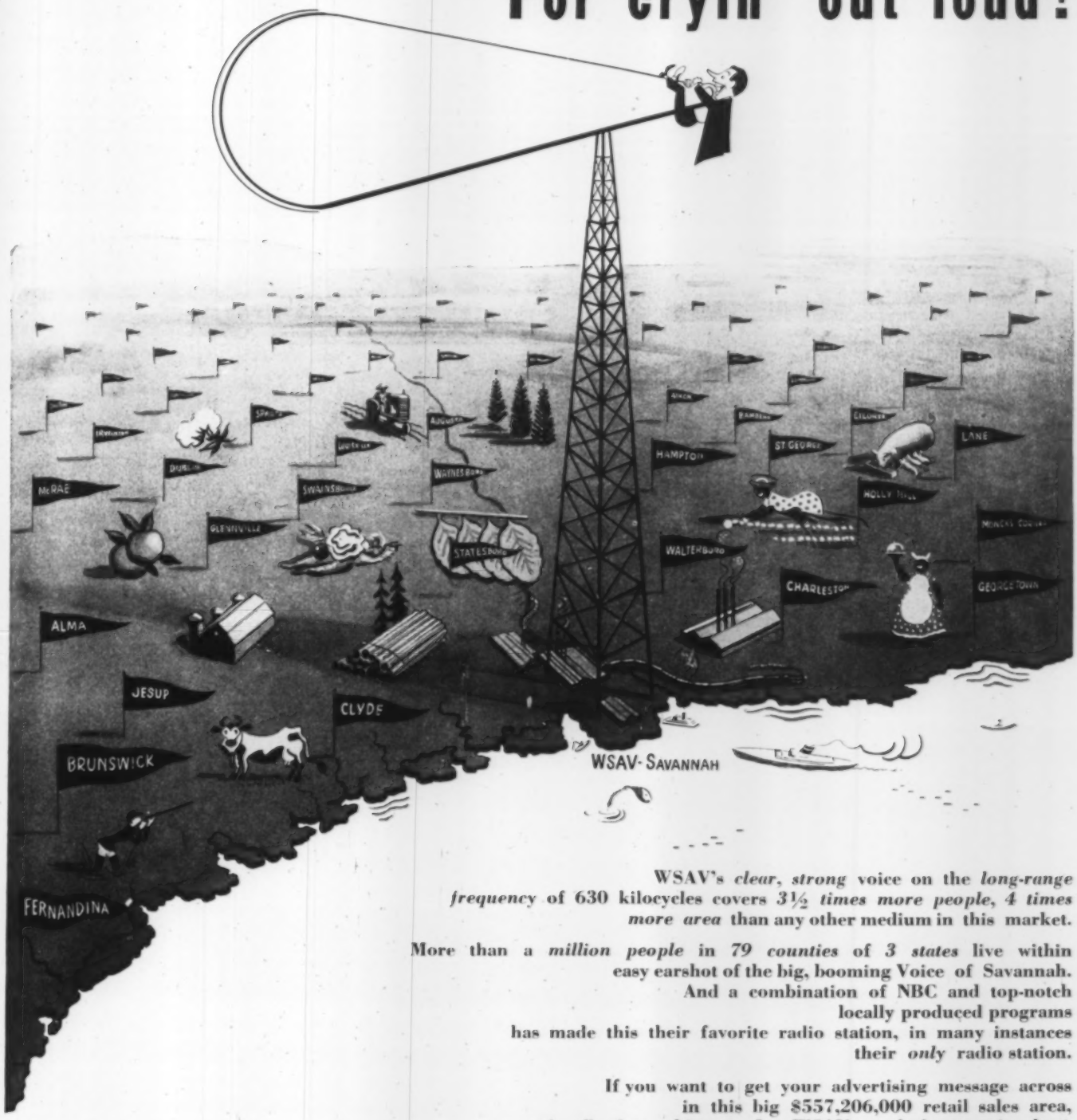
WRAW
READING
PENNA.

WEST
EASTON
PENNA.

Represented by
ROBERT MEEKER ASSOCIATES
New York • Chicago
San Francisco • Los Angeles

STEINMAN STATIONS

For cryin' out loud!



WSAV's *clear, strong* voice on the *long-range frequency* of 630 kilocycles covers *3½ times more people, 4 times more area* than any other medium in this market.

More than a *million people* in *79 counties* of *3 states* live within easy earshot of the big, booming Voice of Savannah. And a combination of NBC and top-notch locally produced programs has made this their favorite radio station, in many instances their *only* radio station.

If you want to get your advertising message across in this big $557,206,000 retail sales area, you can't afford to whisper. Let WSAV speak for you in clear, strong convincing tones and you'll hear the echo in practically every corner store.

It's 630 in Savannah WSAV

630 kc.
5,000 watts
Full Time

Represented by Hollingbery

for
JANUARY—
FEBRUARY

the *Thesaurus* festival of 128

THE MUSIC OF MANHATTAN conducted by Norman Cloutier

Incomparable arrangements of new melodies by Cole Porter and Jimmy McHugh highlight the latest contribution of these 28 all-star network instrumentalists. Watch for *So In Love* and *Caribbean Caprice.*

LOUISE CARLYLE and the Music of Manhattan

Everything Louise sings seems to have been composed with the throaty contralto of the THESAURUS songbird in mind, especially two sly numbers from Cole Porter, *Always True To You In My Fashion* and *Why Can't You Behave?*

Swing and Sway with SAMMY KAYE

"More Kaye!" is a frequent demand from all over the nation, so here's Sammy, the Kaydets; Don Cornell, the Kaye Choir and Laura Leslie making life sweet again with 10 outstanding selections, among them *Lonesome* and *Lavender Blue.*

SWEETWOOD SERENADERS

The most unique dance group in radio fills the air with woodwind harmony, highlighted by Roland Dupont's trombone artistry. Selections are from Walt Disney's "So Dear To My Heart" and other unreleased films.

THOMAS HAYWARD and the Norman Cloutier Orchestra

Although Tom's heart-warming tenor is frequently heard at the Metropolitan Opera, the popular Hollywood tunes in this stint for THESAURUS can hardly be called high-brow. Look for *Just For A While, Too Much Love* and *Bella Bella Marie* plus other choice numbers.

PATTI DUGAN

The Jumpin' Jacks sketch in a colorful background for the ballads of lovely Patti Dugan, whose order of the day is *Enjoy Yourself*—and you will!

JUMPIN' JACKS

Radio's finest exponents of hot rhythm give their all in five bouncing 'pops', including a fascinating Afro-Cuban novelty with the strange title *Similau.* Agua!

TERRI STEVENS

THESAURUS' singing sensation, beautiful young Terri Stevens, does many alluring vocalizations for this release, ballads fresh from Broadway and played with intimate finesse by Terri's three ardent supporters, the Novatime Trio.

NOVATIME TRIO

These three virtuosos of Hammond organ, guitar and marimba will net many new sponsors with twelve bright novelties just recorded and headed for the honor roll.

A Service of Radio Corporation of America

hit tunes

19 famous features with distinctive interpretations of the newest Broadway and Hollywood gems, scored by America's top arrangers . . .

VINCENT LOPEZ
America will be dancing to delightful THESAURUS recordings by Lopez, among them: *Bouquet Of Roses, Then I Turned And Walked Slowly Away* and *Green Up Time*, with vocals by Francine Lane and Kelly Rand.

WALTZ FESTIVAL ORCHESTRA
The scoring is modern, the instrumentation magnificent in the latest release by a great new THESAURUS group under the direction of Concertmaster Paul Winter. *Faraway Places, It's A Big, Wide, Wonderful World* and four other hits in three-quarter time.

MANHATTAN NIGHTHAWKS
featuring Johnny Guarnieri
The whole town's talking about Johnny Guarnieri and the bright new style he has brought to piano. With a rhythmic background beat emanating from the Nighthawks, Johnny in this release encourages the patter on 52nd Street with eight sunlit selections from the finest musicals Broadway has had in many a year.

ALLEN ROTH and his Symphony of Melody
Sweeping tonal color and thrilling symphonic variations dramatize Allen Roth's current turn for THESAURUS. Raves are due for *Slaughter On Tenth Avenue* and *On Your Toes* by Richard Rodgers.

CHARLIE JORDAN
and the Sweetwood Serenaders
An increasingly popular star of THESAURUS releases and growing favorite on network shows, Charlie lends his romantic baritone to a choice medley of starlit ballads.

MANHATTAN MADCAPS
Seventeen devotees of solid swing, rounding out The Music Of Manhattan with a new session of fast dances, including an Esy Morales rhumba, *Jungle Fantasy.*

GEORGE WRIGHT at the Hammond
It's Whatcha Do With Whatcha Got is one of George Wright's 12 THESAURUS selections and verily, George does plenty on his famous Hammond organ with a wide range of sparkling new productions from Cole Porter, Jimmy McHugh and other great tunesmiths.

THE SWINGTONES
This earful sextette, one of the newest features in THESAURUS, receives beat backing from the Jumpin' Jacks for six up-to-the-minute novelties, among them Johnny Mercer's catchy *Great Guns* and *Down By The Station*, a sensational novelty.

LISTEN TO LEIBERT
This time Richard Leibert brings to his magic keyboard—the world-famous Radio City Music Hall organ—Jerome Kern's *Long Ago And Far Away*, Sigmund Romberg's *From Now Onward* and three bright novelties to keep the Leibert sponsors humming.

MUSIC HALL VARIETIES
conducted by Pat Ciricillo
Music please, Professor! . . . decades old but full of nostalgic charm—*Hearts And Flowers, Down Among The Sheltering Palms, Charleston* and the Saxophone Eight in *Runnin' Wild* and *California, Here I Come.* Candy! Peanuts! Sponsors!

AS WE GO TO PRESS,

Thesaurus **IS IN THE GROOVE WITH RECORDINGS OF**

the *first* 7 of the 10 tunes on THE BILLBOARD's 'Honor Roll of Hits'

1. *A Little Bird Told Me*
   Jumpin' Jacks with Patti Dugan
2. *Buttons And Bows**
   The Swingtones
3. *On A Slow Boat To China**
   Louise Carlyle
4. *My Darling, My Darling*
   The Novatime Trio
5. *Faraway Places*
   Waltz Festival Orchestra
6. *Lavender Blue (Dilly Dilly)*
   Vocal—Sammy Kaye & Orchestra
   Instrumental—George Wright, Organ
7. *Powder Your Face With Sunshine*
   Vocal—Sammy Kaye & Orchestra
   Instrumental—Manhattan Madcaps

—and 22 of the top 31 songs listed by THE BILLBOARD (*Jan. 22*) and VARIETY (*Jan. 19*) as having the 'greatest radio audience' . . .

*in THESAURUS for over a year.

Thesaurus, as always—
the No. 1 Musical Library

Smash musicals represented in this release:

BROADWAY—*My Romance; Kiss Me, Kate; As The Girls Go; Along Fifth Avenue; Where's Charley?; Love Life; Lend An Ear.*

HOLLYWOOD—*Take Me Out To The Ball Game; South Of St. Louis; Rogues' Regiment; Words And Music; My Dream Is Yours; Streets Of Laredo; One Sunday Afternoon; So Dear To My Heart.*

. . . Radio-Recording Division

RCA Building, Radio City, New York • Chicago • Hollywood

How to Play the Numbers Game

136 That's the percentage greater audience tuned to WMLO, week-day afternoons, than the average for 156 independent stations surveyed by Hooper (Oct.-Nov., 1948).

24½ That's the percentage greater audience tuned to WMLO week-day afternoons than the average for three of the four network stations serving Milwaukee (Hooper, Oct.-Dec., 1948).

123 That's the percentage greater audience tuned to WMLO week-day afternoons than the average for all three other independent stations serving Milwaukee (Hooper, Oct.-Dec., 1948).

40c That's what it costs you to tell your story to each 1000 actual listening families over WMLO.

1290 That's the number you call (West 3-1290) to find out what WMLO can do for you.

Jerry Sieb

WMLO

MILWAUKEE

1000 WATTS ON 1290

Represented by Forjoe

Agencies

CRAIG DAVIDSON, executive vice president of Ball & Davidson, Denver, will direct agency's new office in Los Angeles. Mr. Davidson, who founded the agency, has also been with Compton Adv., New York, and more recently was with Raymond R. Morgan Adv., Los Angeles, as general manager. Mr. Davidson plans to devote full time to his own company, with plans to greatly expand its radio and television services. **MARK SCHREIBER,** vice president of the agency, will now divide his duties between the Los Angeles and Denver offices.

GEORGE B. DIPPY, assistant to president of Young & Rubicam, New York, appointed vice president and contact supervisor.

E. J. K. BANNVART, former vice president in charge of new business for Biow Co., New York, joins Cecil & Presbrey, New York, in same capacity.

STUART LUDLUM, formerly with Blackett-Sample-Hummert, New York, in executive capacity, appointed to radio and television production department of Compton Adv., New York.

HARRY M. IRELAND, formerly vice president and account executive on Drene (shampoo) account at Compton Adv., joins Doherty, Clifford & Shenfield as account executive assigned to Bristol-Myers unit. Both are New York agencies.

CLARENCE A. BARNES Jr., joins Benton & Bowles, New York, as art director. Mr. Barnes had been associated with Compton Inc., Arthur Kudner Inc., Kenyon & Eckhardt, and Ted Bates Inc., before assuming new position.

Mr. Barnes

ROBERT A. HEELY, formerly with J. Walter Thompson Co., San Francisco, joins Gerth-Pacific Adv., same city, as account executive.

WILLIAM KENNEDY, vice president of L. W. Ramsey Adv., Los Angeles, and Barbara Ann Merrill announce their marriage.

ARTHUR W. WIBLE, for past ten years traffic manager of McCann-Erickson, New York, appointed account executive on Chrysler account assisting **PAUL HOLDER,** who has overall charge of account. **C. L. JOHNSON,** formerly manager of mechanical production, will take over duties of traffic manager.

RAYMOND BROWNE, formerly of Foote, Cone & Belding, New York, joins Young & Rubicam as contact man in New York office. **GEORGE H. TURNER,** formerly with Orange Crush Ltd., Montreal, placed in charge of merchandising for Y & R's Montreal and Toronto offices.

FULLER & SMITH & ROSS, New York, announces promotion of four of its executives and establishment of two new departments. **GEORGE TRIMBLE** appointed manager of new plans analysis department. **GEORGE R. LYON** succeeds Mr. Trimble as manager of media department. **CHARLES HUTAFF,** formerly associate director of agency's film department in Cleveland, returned to New York office as manager of new development department, and **PAUL C. K. SMITH,** account executive, appointed manager of international section.

DEAN WEINBERG appointed radio and time buyer for Brisacher, Wheeler & Staff, San Francisco. **LESTER A. FRIEDMAN** resigns as account executive with agency to become partner in Fulop's clothing firm, San Francisco.

FRANK P. McCORD, formerly with Lennen & Mitchell, joins Cecil & Presbrey, New York, as research director. **WILLIAM ANDERSON Jr.,** formerly with Weiss & Geller, Chicago, joins agency as assistant account executive on Ronson Lighter account.

RILEY JACKSON appointed to head Los Angeles office of Cecil & Presbrey, replacing **ED SIMMONS** who transferred to agency's New York office [BROADCASTING, Feb. 7]. Mr. Jackson was most recently radio and television director Mogge-Privett Inc., Los Angeles, and before that, manager of Louis G. Cowan office, same city. He also produces *Golden Hope Chest* for MBS.

DONALD O'BRIEN appointed economist for Geyer, Newell & Ganger Inc., New York. Mr. O'Brien was formerly analyst and consultant, specializing in business and finance for Standard Research Consultants, New York, subsidiary of Standard & Poor's. Prior to that he was assistant to one of operating vice presidents of Great Atlantic & Pacific Tea Co., New York.

DAVE BOTSFORD Jr., of Botsford, Constantine & Gardner, San Francisco, elected to agency's board of directors.

(Continued on page 82)

Our new man Jamison... is a very bright guy

Man to man... or on his feet before a large and influential group of broadcast advertisers... our man Jamison is an expert salesman. That's because he sells creatively. He sells an idea and a way of doing things advertising-wise that invariably proves enormously helpful to the advertiser who buys it. For example...

Only last week, Jamison's business friend, Advertiser X, who manufactures skid chains, was complaining about the high cost of time and space.

"X," said Mr. Jamison. "The basic trouble with your stuff is that you've been placing it, at considerable expense, in places where the skid is scarce... in places where they never heard of snow. Yours — in fact — is a product that should be promoted at the local and seasonal level only. It is a natural, I might say, for spot radio, some of which I will try to sell you now at a considerable saving over what you have been paying for other less efficient media." He then went on to suggest (just as a starter) a series of spot programs and announcements preceding the arrival of predicted bad weather in various important markets around the country.

Advertiser X is selling plenty of skid chains these days... and Weed and Company is doing more business for *all* of its clients than ever before.

Weed and company

radio and television station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

not just ahead
...but WAY ahead!

by 3 to 1

For over 20 years WMBD was the **only** radio station in Peoriarea. Today it leads the field by 3 to 1 because—

WMBD has a twenty-year head-start in knowledge of listening habits and merchandising contacts in Peoriarea.

WMBD personalities are old and warm friends to the tens of thousands of Peoriarea families.

Today, you cannot reach this rich market without buying a Peoria station. And the November-December "Share of Audience" Index proves WMBD draws listeners 3 to 1 over any other Peoriarea station.

WMBD dominates Peoriarea

WMBD
PEORIA, ILLINOIS
AM FM
CBS Affiliate • 5000 Watts

See Free & Peters

New Business

U. S. COAST GUARD appoints Newell-Emmett Co., New York, to conduct recruiting drive for balance of fiscal year to June 30, 1949, it was announced by **CAPT. S. F. GRAY**, USCG, Chief of the Public Information Division. Agency will produce the weekly *Coast Guard Cadets on Parade* from New London, Conn., on MBS, Saturdays, 11 a.m. and a number of radio spots. **GEORGE F. FOLEY Jr.**, is account executive.

B. B. PEN Co., Hollywood, will start 52-week television film spot series on New York videostations around first of March. Spots will run one minute and 20 seconds, seven days a week. Agency: Foote, Cone & Belding, Los Angeles.

CRESCENT ELECTRIC SUPPLY Co., Dubuque, Iowa (General Electric distributor), sponsoring following programs: *Easy Rhythm* (Mon., Wed., Fri., 11:30-11:45 a.m.) on WHBF Rock Island, Ill.; *Band of the Day* (Mon.-Fri., 12:45-1 p.m.) on WOC Davenport; *Musical Clock* (Mon.-Sat., 7:30-7:45 a.m.) on WMT Cedar Rapids; *Bob Clausen Show* (Mon., Wed., Fri., 10:45-11 a.m.) on KGLO Mason City; *Meet the Folks* (Mon., Wed., Fri., 9:30-10 a.m.) KDTH Dubuque; *Weather* Report (Mon.-Sat., 12:15-12:20 p.m.) KBUR Burlington and *Weather Report* (Mon.-Sat., 11:35-11:40 a.m.) on WNAX Yankton, S. D., plus a series of spot announcements. All contracts are for 52 weeks. More stations will be added later, according to **HOWARD M. PAUL**, radio director for W. D. Lyon Co., Cedar Rapids, Crescent agency.

ALLEN B. DUMONT Labs. Inc., Passaic, N. J. (television receivers), Feb. 11 started half-hour weekly kinescoped variety revue, *The Admiral Broadway Revue* on KTSL (TV) Los Angeles. Firm also started recently kinescope of half-hour weekly variety show *Window On The World* on same station. Both 13 week contracts. Agency: Buchanan & Co., New York.

PRESTIGE Inc., New York (women's hosiery), appoints New York office of Roy S. Durstine Inc., to handle advertising and merchandising. Both radio and television are being considered.

LIBERTY LAUNDRY Co., Philadelphia, appoints J. M. Korn & Co., Philadelphia, to handle advertising. Radio will be used.

BIRK BROS. BREWING Co., Chicago (Trophy Beer), appoints Erwin, Wasey & Co., Chicago, to handle advertising. Radio may be used later in year.

A. F. SCHWAHN & Sons, Eau Claire, Wis. (meat packing firm), appoints C. Wendel Muench & Co., Chicago, to handle advertising. Firm sponsors hour show and chain breaks on WEAU Eau Claire. Schedules are being completed according to **WELDON YOCUM**, agency account executive, and additional radio is contemplated.

NORTHERN CALIFORNIA FOOD DEALERS Assn., Sacramento, appoints Beaumont & Hohman, San Francisco, to handle first radio advertising over KFBK Sacramento. Company will sponsor five weekly home economist show. Plans are to expand to other stations. **WALTER MONROE** is account executive.

Network Accounts • • •

PEPSODENT DIVISION, Lever Bros., Chicago, for Rayve Home Permanent, to sponsor *Winner Takes All* over full CBS network beginning Feb. 28. Program to be aired five weekly, 4:30-4:45 p.m. EST. Agency: J. Walter Thompson Co., Chicago.

NATIONAL BISCUIT Co., New York, (Nabisco Shredded Wheat), Feb. 7 expanded *Straight Arrow* program formerly heard half-hour twice weekly on Don Lee Network to three weekly half-hour periods on MBS coast-to-coast. Program aired Fridays (8-8:30 p.m. PST) and Tuesdays and Thursdays (5-5:30 p.m. PST). Agency: McCann-Erickson Inc., New York.

TEXTRON Inc., New York, Feb. 27 starts sponsorship of *The Hartmans*, dance team, Sundays, 7:30-8 p.m. on NBC-TV East Coast network. Contract is for 52 weeks. Agency: J. Walter Thompson Co., New York.

PILLSBURY MILLS Inc., Minneapolis, renews sponsorship of *Grand Central Station* on CBS, Saturdays, 12:30-1 p.m., effective Feb. 26. Contract is for 52 weeks.

WHITEHALL PHARMACAL Co., New York (Anacin and Kolynos) to move its *Mary Kay & Johnny*, domestic comedy show from NBC's eastern TV network to CBS eastern video network, effective Feb. 23. Program now on NBC Sundays, 7-7:20 p.m., will be telecast Wednesdays, 9-9:30 p.m. on CBS. Agency: Dancer-Fitzgerald-Sample, New York.

SCOTT TOWEL Co., Chester, Pa., to sponsor *Dione Lucas' Cooking Program* on CBS-TV, Thursdays 8-8:30 p.m. Agency: J. Walter Thompson Co., New York. Program had previously been carried sustaining by CBS-TV

ALL EARS IN TULARE aren't glued to any one network. But 88% of the radio families in this $183 million California agricultural center *do* listen to ABC, says BMB. On ABC, your program rides with Crosby, Marx, Winchell and a host of other headliners into Tulare and *all* Coast markets—large and small.

BUMPER CROPS IN SALINAS fill U.S. salad bowls, and put $82 million (for field crops alone) into Salinas Valley purses. ABC harvests a rich crop here, too—89% of all radio families, according to BMB. It's one of 44 key Coast cities where more than 50% of all radio families are ABC listeners.

CHECKING IN LONGVIEW we find the saw-and-ax experts in this Washington timber town hew to the ABC line, too. BMB says 72% of all Longview radio families are regular ABC listeners. It's the same up and down the Coast; ABC reaches 95% of all radio families at the 50% BMB penetration level.

On the coast you can't get away from

ABC

FULL COVERAGE... ABC's improved facilities have boosted its coverage to 95.4% of ALL Pacific Coast radio families (representing 95% of coast retail sales) in counties where BMB penetration is 50% or better.

IMPROVED FACILITIES... ABC, the Coast's Most Powerful Network, now delivers 227,750 watts of power—54,250 more than the next most powerful network. This includes FOUR 50,000 watters, twice as many as any other coast network...a 31% increase in facilities during the past year.

GREATER FLEXIBILITY... You can focus your sales impact better on ABC Pacific. Buy as few as 5 stations, or as many as 21—all strategically located.

LOWER COST... ABC brings you all this at an amazingly low cost per thousand radio families. No wonder we say—whether you're on a Coast network or intend to be, talk to ABC.

THE TREND TO ABC... The Richfield Reporter, oldest newscast on the Pacific Coast, moves to ABC after 17 years on another network, and so does Greyhound's Sunday Coast show—after 13 years on another network.

ABC PACIFIC NETWORK

NEW YORK: 30 Rockefeller Plaza • CIrcle 7-5700—DETROIT: 1700 Stroh Bldg. • CHerry 8321—CHICAGO: 20 N. Wacker Dr. DElaware 1900—LOS ANGELES: 6363 Sunset Blvd. • HUdson 2-3141—SAN FRANCISCO: 155 Montgomery St. • EXbrook 2-6544

Praise for Yearbook

EDITOR, BROADCASTING:

Spent a good part of last evening going through the new YEARBOOK, and as usual it is a splendid job.

Your special publications have just about become a tradition in the industry. Believe me, they are used here, as evidenced by their work-out look after a year.

George M. Burbach Jr.
Federal Advertising Agency
New York

* * *

EDITOR, BROADCASTING:

BROADCASTING has been my most valuable staff member.

W. Ferron Halvorson
Station Manager
WCAT Rapid City, S. D.

* * *

EDITOR, BROADCASTING:

Our copy of the 1949 BROADCASTING YEARBOOK has arrived and last evening I scanned the text material and found the reference data very complete . . .

R. C. Black, Manager
Sales Promition Div.
Westinghouse, Atlanta

* * *

EDITOR, BROADCASTING:

That doggone YEARBOOK number is more popular than Lana Turner on the "Big Mo" 30 days out of port. You have to sign your life away to take it out of the manager's office. But what I want is a copy at home. Who knows . . . I might want to start a chain-letter from one radio station to another. And for that I'll need reference material. . . .

Don W. Richardson
Continuity Editor
WJEF Grand Rapids, Mich.

* * *

EDITOR, BROADCASTING:

It's (the BROADCASTING YEARBOOK) certainly a fine impressive piece of work throughout.

Al F. Harrison
Radio Sales Manager
United Press
New York

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

EDITOR, BROADCASTING:

Our company is most anxious to obtain a copy of your YEARBOOK. . . .

Inasmuch as our company airplane, Beechcraft Bonanza, is used extensively year round, we have found that such a book as yours would be of great value to us in navigating, and for this reason first contacted the FCC who advised us that you people published this information which they also used. . . .

Beryl Culbertson
Secretary to W. W. Shepherd
Shepherd Tractor & Equipment Co.
Los Angeles

[Editor's Note: We are glad that the 1949 YEARBOOK has been so well received. We hope it serves it's purpose as a handy reference tool for advertisers, agencies, stations and all who are interested in radio and television.]

* * *

A Poser From Polsky's

EDITOR, BROADCASTING:

. . . Naturally, I am pleased with the recognition accorded Polsky's programs in this contest—particularly since the cost of operation is as low as it is. As those in the business know, NRDGA program entries are submitted by three volume-type class stores. Consequently, since Polsky's is in the big-league volume stores, we are competing with stores who not only can, but do, spend money on their programs to make good listening and to promote their programs. My question is, then: Why not classify entries in this contest by the approximate cost of operation per program? Can you rightfully compare a live symphony program with the same type general family program that can afford to use only recordings? Surely, NAB and NRDGA must be aware of this cost factor. . . .

Meg Zahrt
Radio and Public Relations Director
Polsky's of Akron

* * *

Facts on WCAO

EDITOR, BROADCASTING:

BROADCASTING Jan. 17, 1949, issue page 10, column 3 says: "Ever since it took the air May 8, 1922, WCAO has had the same 600 kc assignment." Whoever furnished that bit of information, or misinformation, did not know the facts. Being a former chief engineer of WCAO I was interested enough to do a little research in several old call books which I have before me. According to *Radio Listeners Guide and Call Book*, Winter, 1927 issue, the frequency of WCAO is listed as 780 kc. According to a little book called *The History of Radiophone Broadcasting by the Earliest and Foremost Newspaper Stations; Together With Information on Radio for Amateur and Expert* published by The Evening News Assn., Detroit, Mich., 1922,

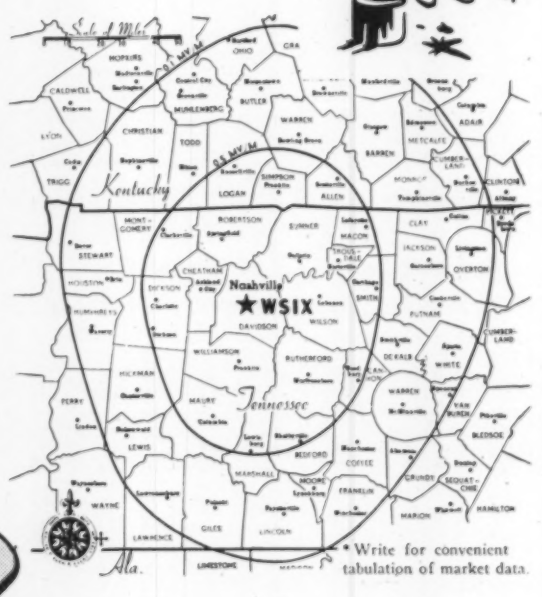
(Continued on page 68)

THREE DIFFERENT MAPS PROVE WSIX covers Nashville's trading area!

NO WASTED COVERAGE

Signal strength, mail pull and BMB audience maps all show almost exactly the same coverage. They prove that WSIX gives you Nashville's 51-county retail trading area. In WSIX's 60 BMB counties 1,321,400* people spend $654,888,000 yearly in retail stores alone. No wonder sponsors get results year after year with WSIX. It's a better buy for you, too.

*Projected from Sales Management May '48



* Write for convenient tabulation of market data.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

National Representative: The Katz Agency, Inc.

5000 WATTS • 980 KC • ABC

and WSIX-FM • 71,000 W • 97.5 MC

FOUR to ONE YOU WIN

YES—From Midnight to 6 A.M. WNEW Has More Listeners Than the Four Other All-Night New York Stations Combined!*

ART FORD and The Milkman's Matinee

This WNEW all-night feature is an important part of the pulsating life of New York City. So *much a part* that more people listen to the "Milkman's Matinee" M.C.'d by Art Ford than listen to the *four other* all-night stations *combined!* It's FOUR TO ONE YOU WIN on WNEW!

To the *listener* who wants good entertainment and recreation from midnight to 6 A.M., Art Ford and the "Milkman's Matinee" is a must!

To the *national* advertiser who wants greater sales in the metropolitan area . . . to the *local* advertiser who wants to see his advertising dollars do more—the "Milkman's Matinee" over WNEW stands as a sales beacon!

WNEW

ON THE AIR 24 HOURS A DAY

1130 ON YOUR DIAL

Represented by John Blair & Company

*Special Pulse Survey, Greater New York, Nov. 1948

This director's console puts

1. Preview of studio cameras
2. Control room outgoing line
3. Preview of network and remote
4. Inter-com microphone
5. Inter-com switching
6. Camera and remote signal switching

the television pictures

...right before your eyes!

At last program directors can watch monitoring pictures and studio operations—simultaneously

NOW it is possible to sit before your studio window—*and see everything that's going on.* No high-built equipment to obstruct your view of the studio. No need to play peek-a-boo with the video operators up front. You see large, bright pictures of what the cameras see . . . right before your eyes.

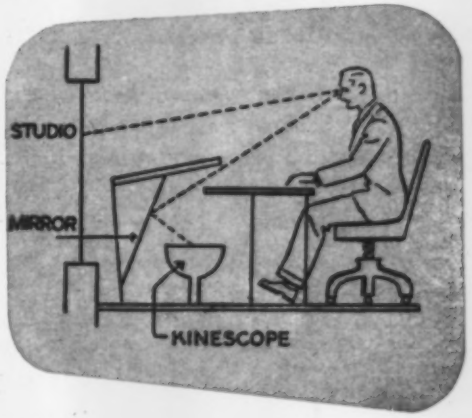
In this new director's console—only 37 inches high and 72 inches wide—the program monitors are mounted *below* the desk . . . and viewed indirectly from light-shielded mirrors. The advantages: A console of low height that enables the program director to see the entire studio from the director's position; daylight-bright monitor pictures that can be seen in a fully-lighted control room.

Using anywhere from two to five monitors—with a 10-inch kinescope of high brilliance in each—this console displays (1) preview pictures of the local cameras, (2) network or other remote signals, (3) the picture going to the transmitter room. All fading, dissolving, and video signal switching is under "push-button" control through a switching panel right in the console. Tally lights indicate the camera that is on the air and the camera that has been selected for preview. Order-wire microphones and order-wire switching provide maximum operating efficiency.

Here, we believe, is a director's console that is years ahead in programming facilities and operating conveniences. It is styled to match all other RCA television and audio equipment and requires a minimum of room. Plenty of desk space, too, for scripts, schedules, and other programming material.

For more information on this new console . . . now in regular production . . . call your RCA Television Specialist. Or write Dept. **19BB**, RCA Engineering Products Division, Camden, N. J.

Cross-section Side View—The 10" kinescopes are mounted below the desk and viewed indirectly from front-surface type mirrors. This unique design shields the tube screens from direct outside light and provides a complete view of the studio. Normally, two directors handle the console: one for the programming; one for the technical aspects of programming.



This modern and practical Director's Console brings all electronic aspects of programming under finger-tip control.

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

IT'S EASY, IF YOU KNOW HOW!

EVERY time-buyer knows the danger of jumping to the conclusion that high power and major-network affiliation make a radio station tops in its area. We of KWKH *have* 50,000 watts and *are* CBS—but we also know it takes *experience* to run an outstanding operation in the South.

KWKH has had 23 years' experience in broadcasting to this area. We've worked hard to learn what type of programming appeals most to all segments of our audience. And then we've spared no trouble or expense to *give* our listeners that sort of programming. The result is that the Hooper Station Listening Index proves KWKH to be one of the most outstanding CBS stations in the U. S.

Let us (or The Branham Company) give you all the facts. We think you'll find that KWKH is a MUST for you.

KWKH

SHREVEPORT

Texas
LOUISIANA
Arkansas
Mississippi

50,000 Watts • CBS •

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 36, No. 7 WASHINGTON, D. C., FEBRUARY 14, 1949 $7.00 A YEAR—25c A COPY

WHAT NEXT AFTER T-H LAW?

Stations May Suffer

By HERMAN BRANDSCHAIN

REPEAL of the Taft-Hartley Law and passage of the administration's labor bill would result in greater unionization among stations and in higher operating expenses.

Those conclusions were reached last week after a survey made by BROADCASTING of radio unions' activity and plans in connection with the current labor legislative battle.

Network spokesmen specializing in labor, on the other hand, saw little change in their own labor problems as the result of proposed law changes. Station operators, however, they conceded, were in a different position.

Networks have a long history of labor experience, it was pointed out, and are "organized up to the hilt." Their executives believe the network labor pattern is set, that it depends more on relationships than laws, and will continue much the same regardless of Congressional action.

Cases Differ

They eye the case of the station operator, particularly the operator who has had little labor experience, as being in a somewhat different position. He may feel either the effects of organization under impetus of a change in the law or will be affected in the pocketbook by any wage increases made in other outlets as the result of union activity, even though his own shop is not unionized.

Labor leaders in the radio field believe this analysis is correct. They also are candid in stating that station operating expenses may go up as the result of increased union activity.

Radio unions have been in the forefront of the drive to repeal the Taft-Hartley Law. One of the principal reasons for their activity has been the provision of the law which excluded supervisory employes, like directors and some engineers, from bargaining contracts.

At a meeting in New York on Feb. 4, National Assn. of Broadcast Unions and Guilds, which is made up of delegates from many unions and guilds in the radio and television field, lined up behind the administration labor law.

Oliver W. Nicoll, national chairman of NABUG, said that NABUG's stand brought it in "complete coincidence" with the position of the American Federation of Labor, with which most of the members of NABUG are affiliated.

It is also possible that NABUG, if it feels it is necessary, will take an active part in Congressional labor hearings, he said.

At a meeting Monday (Feb. 7) of the New York local of the Radio and Television Directors Guild, the membership decided to write their Congressmen and Senators urging support of the administration bill.

Other unions in the radio field have from time to time taken action vigorously stating their opposition to the T-H Law.

A round-up reveals that these would be the immediate results of repeal of the T-H Law and passage of the administration bill:

1. **Organization Drives.** These would be intensified and organization would spread to many stations never before touched by unions. Many union executives will have to begin to organize whether they like it or not. Some have excused their inactivity in this direction because of the restrictions the T-H Law placed upon them. Now they will be on the spot. Further, competition from other unions may cause the more passive organizations to take to the field.

2. **Negotiations.** Scope of coverage in contracts would be widened to include supervisory employes. Wages and hours demands are sure to be considerably higher in many stations. Closed shop again will become a demand.

3. **Tactics.** Unions can be expected to get tougher. It is their hope that the injunction, which blocked them in disputes, will be a more blunted weapon. If this comes to pass, strike situations may see mass picket lines. Secondary picketing or boycotting, say of sponsors, also would be in the books.

4. **Politically.** T-H provisions which limited political action of union officials, unions and their union funds have not in fact materially hindered most unions in engaging in political activity when they wanted to. If, however, these provisions are removed, greater political activity by unions may be expected.

Repeal of the T-H Law will also mean that some unions again may be able to have access to the National Labor Relations Board.

NLRB Again

One such union is the American Communications Assn., CIO. Its Broadcast Local 1 is currently, according to the union position, still on strike at WFIL Philadelphia, where 43 engineers walked out last May. ACA, because its national officers did not make the non-communist affidavits required under the T-H Law, could not appear on

(Continued on page 64)

PERON

Infiltration in Cuba Radio Claimed

FACTUAL evidence that the Peron government of Argentina is attempting to control broadcasting in Cuba is published in an "extraordinary" edition of the *IAAB News* of the Inter-American Assn. of Broadcasters.

The story of the Peronist infiltration into northern Latin American nations is expected to come before the NAB board at its three-day meeting opening today at the Roosevelt Hotel, New Orleans. Implications of the Peron activity are deemed a threat to American broadcasting.

Mr. MESTRE

Slated to appear before the board is Goar Mestre, director general of Circuito CMQ Havana and president of IAAB, who was forced to leave Buenos Aires during the IAAB conference last summer [BROADCASTING, July 26, 1948]. Mr. Mestre has been special target of Peronist activity.

Azcarraga Is Target

Another target of the Peron government is Emilio Azcarraga, prominent Mexican broadcaster and vice president of the IAAB, who also will be in New Orleans and probably will appear before the board.

The maneuvering of the Peron government, supported by a purported million-dollar payment under which Peron's propaganda is broadcast on the RHC Cadena Azul network, involves what is described as a plan to overthrow democratic regimes of Latin American nations and assume hemisphere control by typical dictator methods.

Recipient of the Peron gratuity —$250,000 annually for four years —is said to be Amado Trinidad, owner of RHC Cadena Azul, according to *IAAB News*, which reprints a speech by ex-Senator Eduardo R. Chibas of Cuba. The speech, delivered over CMQ, contains texts of cables and letters exchanged between Peronist agents and the Argentine government.

Accompanying the messages is a code used by the Argentines. Main negotiators for Peron, according to the speech of Sen. Chibas, were William G. Aikman, radio technician and newspaperman, and his wife, Tuka Alvarado, also a journalist. Their principal contact, Sen. Chibas charges, was Jaime Yankelevitch, president of the Assn. of Argentine Broadcasters, and former owner of Radio Belgrano, which had been sold to

(Continued on page 64)

BMB'S NEW FORMULA

Proposal Could Stop Criticism

By BRUCE ROBERTSON

A NEW PLAN of reporting station audience figures collected in BMB's upcoming nation-wide study may prove to be the organization's salvation.

The proposed method, approved in principle by the BMB technical committee [BROADCASTING, Feb. 7], is expected to answer most of the criticisms of stations that found the reports of the first study inadequate if not unusable in their selling.

Demonstration of the new method of reporting, as applied to test studies made by BMB last fall in 28 markets, has already brought into the BMB fold two stations—WLW Cincinnati, which was not a subscriber to the first BMB study in 1946, and WHK Cleveland, which subscribed then but has not renewed for Study No. 2. Each of these stations has committed itself to subscribe for the upcoming study if the proposed plan is put into effect.

The New Proposal

In essence, the proposal is to drop the daily average audience figures originally contemplated for the report and to substitute figures on the station audience by those listening one or two days, three to five days and six and seven days during the measured week. These figures would be shown in addition to the total weekly audience they make up. Only the total weekly figure was reported for Study No. 1.

Explaining its reasons for dropping the average audience figures, the technical committee pointed out in its resolution that "examination of the results of test mailings of the 1949 BMB ballot reveals that the weighing system used to arrive at average daily audience is both arbitrary and statistically open to question." The committee added that to publish such figures would "tend to encourage both misuse and misrepresentation."

However, the committee recommended that this question be reconsidered after further study.

In advocating publication of composition of total weekly audience figures, the technical committee added a proviso that this be done only if "careful examinations of the ballot returns on Study No. 2 support the statistical validity of the sub-totals to be used in composition of total weekly audience."

The committe also asked BMB to continue its analysis of the test study ballots on this point and to include "determinations of the effect of smaller sample sizes and the relation of these data to any other measurement of listening which will help in ascertaining how reliably people can report their listening in the frequency groupings which the Study No. 2 ballot specifies."

It was explained that in certain counties it might prove necessary to have returns greater than the 50% minimum used in the first study to validate this breakdown of the total weekly audience figure.

As illustration of the way the proposed method of reporting would work, a comparison was made of two stations which received almost identical BMB total weekly audience figures in the report of the 1946 study.

One station was a local one, the other a high-powered network affiliate located in a metropolis some distance away.

When the home community of the local station was measured by BMB's test study last fall and the composition of audience figures put down, it was seen that the out-of-town station outnumbered the local station four to one on number of families listening one or two days a week.

But for families who listened to either station three to five days a week the local station went ahead by eight to five, and for families reporting listening to either station six or seven days a week the local station led by a ratio of ten to three.

Distant Tuning

The importance of the new method of reporting is that it shows in this instance that while listeners in this town tune in the distant network outlet for its big name programs once or twice a week, their regular day-in and day-out listening is to their local station.

Hence, the local station, which derived no usable sales material from the 1946 study, which showed it only as having no better total weekly audience than that of the out-of-town one, would be able to use the composition of total audience figures to definite sales advantage.

BMB also sees in the composition of audience figures a verification and a statistically satisfactory explanation for the total weekly audience figures reported in the results of Study No. 1 which were criticized as "wildly extravagant" in showing such extensive listening areas for many high power stations. When the frequency of such listening is indicated, the overall figures become much more believable.

Now that the plan has been approved by the BMB technical committee, provided that the actual returns of the second study make such breakdowns statistically valid, it will next be considered by the BMB board research committee and finally by the board itself.

Meanwhile, BMB statisticians are continuing their sample-size tests with the ballots returned from last fall's test mailings.

Latest subscriber figures, released by BMB Thursday, showed 819 subscribers: 660 AM, 138 FM and 13 TV stations, four nationwide and four regional networks. Subscribers not previously announced include WCOP and WCOP-FM Boston, WPLH and WPLH-FM Huntington, W. Va., and KOMO-FM Seattle.

On Board Agenda

THE MATTER of including composition of total weekly audience figures in the reports of the upcoming nationwide BMB study will be presented to the NAB board at today's meeting in New Orleans' Hotel Roosevelt by Kenneth Baker, NAB director of research. He is on loan to BMB to supervise the conduct of the new study. Copies of the technical committee resolution and of the application of the proposed method to test study returns have been sent to all NAB board members.

At New Orleans the board sessions began with various committee meetings on Sunday and are expected to last through Wednesday. Besides BMB, subjects for discussion include plans to reorganize NAB which have been drawn up by a special realignment committee and an earlier decision of the convention committee to devote primary attention to sales and advertising at the April Management Conference in Chicago.

Drawn for BROADCASTING by Sid Hix

"But, Sir! None of our writers is responsible for the Baltimore gag!"

BMB PROPER USE

To Be Discussed by AMA

THE PROPER use of BMB audience data in selling radio against other media will be discussed this noon (Monday) at the first 1949 meeting of the Market Research Discussion Group, American Marketing Assn. Session will follow luncheon to start at 12:15 p.m. at New York's Sheraton Hotel.

Cort Langley, assistant to the BMB president, will open the discussion with an explanation of the types of data BMB has developed so far and what it hopes to develop in the near future. The uses which have been made of BMB figures in competitive selling and what limitations, if any, should be placed on their use, will then be discussed by a six-man panel including: J. F. Kurie, ANA vice president for media and research; Frank B. Kemp, assistant media director, Compton Adv. Inc.; W. H. Mullen, director, Magazine Advertising Bureau; Howard C. Haupt, account executive, Bureau of Advertising, American Newspaper Publishers Assn.; H. M. Beville Jr., NBC director of research; Paul R. Benson, assistant director of research, MBS.

ESQUIRE BUYS

Transit FM in Two Cities

ESQUIRE Inc., Chicago, Feb. 23 will begin broadcasting announcements for *Coronet* magazine to bus riders in Cincinnati and Houston. Business, placed through Doherty, Clifford & Shenfield, New York, is the first long term national advertising signed by Transit Radio, comprising a year's contract with WTCS (FM) Cincinnati and a six-month contract with KPRC-FM Houston.

The 50-word *Coronet* announcements will run in both cities the last week of each month in Class A time, that is, during the bus riding peak hours. Three spots a day for four days will be used in Cincinnati. In Houston the *Coronet* schedule calls for four spots for four days and two on the fifth day of the week.

NBC CODE RELAXED

By EDWIN H. JAMES

IN THE FACE of intensifying inter-network competition, NBC is considering the revision or outright abandonment of sections of its stringent programming code, it was learned last week.

The network already has rescinded its long-standing prohibition against the use of transcribed shows [BROADCASTING, Feb. 7], and it was reliably reported to be contemplating changes in two other important sections of its "Working Manual of NBC Program Policies." The manual was put in effect last year after more than a year's study and collation.

The two sections which may be revised or expunged are those dealing with mystery programs and with giveaways.

The NBC contemplation of the rules relaxation was an obvious effort to rid itself of binding principles and leave it less manacled in the battle for programs which last week continued at a hectic pace.

Another Acquisition

CBS succeeded Thursday in attracting another NBC program and sponsor to its growing force. International Silver Co., through Young & Rubicam, agreed to move its Ozzie & Harriet show on April 3 to CBS in the Sunday, 6:30-7 p.m. spot, the time it now occupies on NBC.

The Spike Jones show, sponsored by Coca Cola, in the Sunday 6:30 p.m. time now on CBS will move to Saturdays, 7-7:30 p.m., effective March 12, when the period is vacated by *Winner Take All*, which is becoming a five-a-week strip for Lever Bros.

The capture of Ozzie & Harriet by CBS gave further impetus to NBC's consideration of taking off its gloves.

For more than a year NBC has refused to broadcast mystery or crime series before 9:30 p.m., Eastern Time, 8:30 p.m., Central Time, and 9 p.m. elsewhere. It is now considering the withdrawal of all time restrictions on such programs.

The confinement of mystery programs to hours after normal bed time for children was adopted unanimously by NBC affiliates at the network's convention in Atlantic City in September 1947.

The unanimous action of the affiliates followed an urgent appeal from Niles Trammell, NBC president, and Ken R. Dyke, administrative vice president, who was then in charge of developing a code of practices for the network. Both reported to affiliates at that time that a growing volume of criticism had been received from the press, educators and child psychologists, who contended that crime programs were a factor in juvenile delinquency.

As finally composed, in the official working manual, the NBC stricture read:

"Just as thoughtful parents refrain from putting mystery novels on their children's bookshelves, so are they able on NBC to regulate their children's listening in this respect. No series of crime and mystery-type programs is broadcast over NBC before 9:30 p.m. Eastern Time, 8:30 p.m. Central Time, and 9 p.m. elsewhere. This policy applies to television as well as to radio broadcasts."

Reasons for Changes

Among the reasons which an NBC spokesman gave last week for the network's reconsideration of the mystery schedules was that the thinking of educators and child welfare experts has changed since the imposition of the code. Such experts believe now, according to NBC, that children who feel secure in their homes and are happily adjusted will not be emotionally disturbed by listening to mysteries.

The NBC official said that the network had received letters requesting that mysteries be restored to earlier hours so that their wee addicts would not have to stay up late to hear them. The volume of these communications was not revealed.

Another reason advanced for the NBC change in attitude toward whodunnits was said to be economic in origin. The network, it was reported, has had to reject several advertisers who wished to place crime shows on the air in the prohibited hours. In the recently developing inter-network competition, such rejection imposes a greater handicap on NBC than formerly.

The network is said to have suffered in general popularity ratings because rival networks had booked mystery programs in the earlier hours and had attracted large audiences with them.

Similarly NBC's affiliated stations which hewed to the network's mystery schedule suffered from competition from other stations that were not bound by rules.

At the time NBC adopted its mystery schedule, an executive pointed out, it fervently hoped that other networks would follow suit, a sequence which unhappily did not develop. With three other major networks unencumbered by such rules, advertisers who desire to broadcast mysteries at hours when youngsters listen have not been hard pressed to find sanctuary elsewhere than NBC.

The second code section which the network is considering changing is that concerning giveaways. It became known that NBC had, in the words of one official, "any number" of listener participation programs under study and that it was likely one would be put on the air in the near future.

A section of NBC's working manual, issued last year, stated:

"Any broadcasting designed to 'buy' the radio audience by requiring it to listen in hope of reward rather than for the quality of entertainment should be avoided."

The network also announced last August, following the disclosure of an impending FCC investigation into alleged lottery aspects of some giveaways that it would "accept no additional programs of the type questioned by the FCC until there has been an opportunity to clarify the questions which were raised."

It was reported last week that NBC had decided tentatively to schedule a new giveaway—providing a promising one were found—without waiting for further FCC action on the subject.

No Decision Yet

At the time NBC issued its announcement foregoing giveaways, the network believed a quick decision on the subject would be forthcoming from the FCC, an NBC executive explained. The decision has not materialized.

Additionally, the network official said, NBC originally felt that give-

(Continued on page 65)

Network Program Changes Continue

WHEN U. S. Steel moved its ABC *Theatre Guild on the Air* to Dallas for the Feb. 6 broadcast, the cast was widely entertained. Top photo (l to r): Ralph W. Nimmons, commercial manager, WFAA Dallas; Carroll Newton, BBDO account executive on U. S. Steel account; John Mortimer, head of Dallas public relations office for U. S. Steel; Martin Campbell, WFAA general manager; Tom Hamilton, ABC account executive for *Theatre Guild on the Air*. Middle photo: Evelyn Strickland, secretary to Mr. Nimmons; James M. Moroney, vice president of *Dallas Morning News* (WFAA) in charge of radio properties; Mrs. Kelly Maddox and her husband, WFAA program director. Bottom photo: Norman Brokenshire, announcer; George Hicks, ABC commentator; Tom C. Gooch, publisher, Dallas *Times Herald* and KRLD Dallas (CBS) board chairman; Mrs. Gooch. WFAA-570 was the originating station. Over 9,000 people attended the dress rehearsal and broadcast which originated at State Fair Auditorium.

SPOT RISE

Auto Industry Heavy Buyer

By FLORENCE SMALL

RETURNING to spot radio on a basis unprecedented since 1941, the automotive industry is planning on an expenditure in that direction of upward of a million dollars within the next six weeks to promote the new 1949 cars, BROADCASTING learned last week.

Nor is this swing to spots an isolated action of individual companies. It represents a trend within the industry embracing many of the leaders in the automotive field.

Heading the parade in the number of its prospective spots—though not necessarily in the amount of its spending—is the Plymouth Motor Corp. The company through its agency, N. W. Ayer & Son, New York, is placing 26 announcements per week on about 350 stations in 24 markets. The contracts, extending from March 15 to 22, represent a short but saturation policy of coverage.

Another large and intensified spot campaign is being prepared for Dodge by Ruthrauff & Ryan, New York. The agency is using nearly 300 stations, starting Feb. 20 and 21 for four weeks, with 14 announcements per week scheduled on each station.

Ford is starting spots on Feb. 21, with 12 announcements per week on each station. J. Walter Thompson Co. offices in New York, Atlanta and Los Angeles are placing the campaign in specific districts. Contracts are for four weeks.

The Chicago schedule, formerly handled exclusively by JWT's midwestern office, is now also being prepared in the agency's New York quarters. The exact number of stations and markets to be used could not be determined, but it is conceded that the figures are in line with the new emphasis on spot broadcasting.

De Soto through its agency, BBDO, New York, is also cautious about revealing the precise number of station and markets being used in its spot campaign March 2 through March 19. However it is understood that the firm will employ concentrated daytime and evening spots which will compare favorably in number with those of the other manufacturers. The number of announcements per week will vary from 3 to 25 depending on the market and station used.

Other car firms, such as Chrysler, are also increasing their current radio schedules. Chrysler through its agency, McCann-Erickson, is adding stations to the 145 outlets already carrying its five minute transcribed show. Contracts are generally for 39 weeks.

Buyers' Market Influence

Many reasons are being advanced in the industry to explain this sudden onslaught of automotive spots. But consensus seems to point to the fact that the day of competitive selling in automobiles has returned.

Backing up that thesis is the fact that spot campaigns are being made to coincide with the formal unveiling of new models in many markets. Manufacturers are seizing on spot radio as one of the most flexible of media, allowing them to expand readily with expanding release of their products.

PRINCIPALS in Teletalent Agency, newly organized nation-wide agency devoted to the promotion and sale of video talent, are Mrs. Violet G. Motter and James N. Rouda. In addition to live talent, the agency handles scripts, program ideas and supplies producers and directors. Headquarters are at 26 O'Farrell St., Suite 601, San Francisco.

AS PART of statewide promotion of radio for retailers by Maine Broadcasters Assn., Lee Hart (behind mike), NAB assistant director of retail advertising, appeared before 450 retailers in five cities, Portland, Lewiston, Auburn, Waterville and Bangor. Here she is shown at Waterville meeting. L to r: Carleton D. Brown, president of WTVL Waterville; Harold L. Vigue, WTVL commercial manager; Marguerite Staples, WTVL director of women's programs; Murray Carpenter, president of WPOR Portland; Miss Hart; Mrs. Brown; Wadsworth L. Hinds, secretary of Kennebec Broadcasting Co. (WTVL), and Whitcomb M. Rummel, president, Waterville-Winslow Chamber of Commerce.

GREENBERG QUITS

ASCAP Executive to Retire

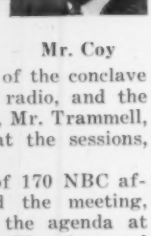
HERMAN GREENBERG, sales manager of ASCAP, last week announced his retirement from the society, effective March 1. Immediate plans call for his taking a long vacation after which he will return to New York, where he will resume ASCAP activity in a consulting capacity. Mr. Greenberg has been at the society's home office for 30 years.

Jules M. Collins, former manager of ASCAP's radio division, has been appointed by the board of directors to succeed Mr. Greenberg as sales manager.

NBC AFFILIATES

To Hear Coy in Chicago

WAYNE COY, FCC chairman, will address the business meeting of NBC and its affiliated stations Feb. 28 and March 1 in Chicago, Niles Trammell, network president, announced last week [CLOSED CIRCUIT, Feb. 7]. Mr. Coy will speak at the second day luncheon. The first day of the conclave will be devoted to radio, and the second to television, Mr. Trammell, who will preside at the sessions, announced.



Mr. Coy

Representatives of 170 NBC affiliates will attend the meeting, where matters on the agenda at the NBC Stations Planning and Advisory Committee meeting in New York earlier in February, will be discussed. Martin B. Campbell, general manager of WFAA Dallas, SPAC chairman, will assist Mr. Trammell in conducting the sessions.

BASEBALL

Anti-Trust Threat Looms

FEDERAL District Court in New York was directed Wednesday to determine whether the telecasting and broadcasting of major league baseball games for fees brings the sport into interstate commerce.

The direction came from the New York Circuit Court of Appeals in the case of Danny Gardella, who is suing both major leagues for $300,000 on the theory he was barred from baseball by a monopoly which violates the anti-trust laws applicable to businesses in interstate commerce. The ball player, a former Giant outfielder, was blacklisted for jumping to the Mexican League.

Meanwhile, Justice Dept. investigation of both major and minor leagues' practices with respect to baseball broadcasts [BROADCASTING, Dec. 13, 1948], to determine whether they appear to violate the anti-trust laws, reportedly is still in progress.

The Gardella case is one which spokesmen for the major leagues already have said will be carried to the U. S. Supreme Court, if necessary. In this event, it is conceivable that the effect on radio and television could be delayed several years. Before the days of broadcasts and telecasts of ball games, the highest court in a decision by Justice Oliver Wendell Holmes held that baseball was not in interstate commerce.

The district court, following the Holmes opinion, ruled against the ball player, but the circuit court indicated that the advent of television and radio might have changed the character of the baseball operation. The circuit court accordingly, in remanding the case for trial, further indicated that it would be necessary to try whether baseball was in fact now in interstate commerce and, if so, whether it was a monopoly.

Judge Learned Hand and Judge Jerome N. Frank, in separate opinions, supported the position that television and radio might have made baseball an interstate business.

Judge Frank called the Holmes decision of 1922 an "impotent zombie" because of the advent of television and its money benefits.

Harrie Reluctant

In a third opinion, Judge Harrie B. Chase reluctantly sent the case back for trial but said he would have preferred to go along with the district court's ruling to dismiss the case.

He discounted the importance of television and radio as making baseball an interstate business. He pointed out that in the Holmes decision, it was decided that the telegraphing of accounts of ball games did not bring baseball into interstate commerce. He said the new factor of television does not constitute "a difference in kind" from transmission by telegraph.

LEGISLATIVE BURRS

Bills Further Harass Radio

By ED KEYS

ILL WINDS from Capitol Hill last week continued to harass the radio industry with increased velocity. The most disturbing development was House passage of a government reorganization bill which left FCC vulnerable to absorption by a department—the Commerce Dept. was mentioned.

Additional headaches threatened through repressive legislative actions included:

● Prospect of a continuing communications investigation by the Senate Interstate and Foreign Commerce Committee.

● Reintroduction of a measure by Rep. Harry R. Sheppard (D-Calif.) to restrict stations' hours of network programming and prohibit ownership of stations by networks or radio manufacturers.

● Outlawing the broadcasting or telecasting of advertisements on alcoholic beverages.

● Consideration of repeal of the Taft-Hartley labor law and upward revision of remuneration under the Wage-Hour act [also see labor story, page 23].

● Uncertainty that the House Un-American Activities Committee might not modify or rescind its recent ruling which banned radio and television coverage of hearing.

The House on Feb. 7 passed HR 2361 granting Presidential powers for reorganization of government agencies.

Functions of the FCC might be transferred to the Department of Commerce and a situation could develop where stations' licenses could change, on a purely political basis, Rep. Charles Halleck (R-Ind.) pointed out for the second time [BROADCASTING, Feb. 7] during floor debate on the measure.

Rep. Halleck offered an amendment to exempt FTC, FCC, CAB, the U. S. Tariff Commission, the Railroad Retirement Board, and the civil functions of the Army Engineers, but his proposal was defeated.

Bill Amended

The bill was amended, however, to include the Railroad Retirement Board, National Mediation Board, and the National Railroad Adjustment Board in the group of agencies that must be considered individually in any reorganization plans which would be submitted by the President.

Heretofore, in all reorganization measures, the FCC has been excluded, along with the other major independent agencies. Why FCC was dropped this time was not explained, but it was generally thought that the controversy which has surrounded that agency over the years was mainly responsible.

Two days after Sens. Ernest W. McFarland (D-Ariz.) and Charles W. Tobey (R-N. H.) introduced a proposal to continue a communications probe launched in the 80th Congress, the measure had been favorably acted upon. The measure (S Res. 63) was ordered favorably reported by the Interstate and Foreign Commerce Committee Feb. 9.

The 1948 Communications Study by a subcommittee of the Senate Commerce Committee composed of Sens. McFarland and Tobey served as the basis of a recent report endorsing the FCC's "Blue Book" on programming, and urging a breakdown of the clears and a power ceiling of 50 kw [BROADCASTING, Jan. 31].

In its initial form the McFarland-Tobey Report represented merely the thinking of the communications subcommittee but it received the official sanction of the full committee Feb. 10 and was presented to the Senate that day as Report No. 49.

Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Commerce Committee and ardent foe of clear channels and super-power, earlier indicated that continuation of the communications study was under consideration [BROADCASTING, Feb. 7].

The bill (HR 2410) reintroduced Feb. 7 by Rep. Sheppard would amend Section 303 of the Communications Act to prohibit station ownership by either networks or radio or electronics equipment manufacturers.

This measure also provides that no station be permitted to devote any two consecutive hours of its broadcast day to network programs and restricts the use of station time for network programming to every other alternate hour of the station's broadcast day. This legislation will be considered by the House Interstate and Foreign Commerce Committee.

Under Rep. Sheppard's bill station and network properties exceeding roughly $150 million would be forced onto the market for sale [BROADCASTING, May 3, 1948].

Widespread Effect

Three of the four national networks and at least six equipment manufacturers would have to divest themselves of stations if the Sheppard measure were enacted. In addition, RCA would be compelled to divorce itself from NBC.

AM, FM, television and international stations would be involved.

In the AM field alone NBC, in addition to being sold itself, would be compelled to give up six stations; CBS, seven, and ABC, four full-time and one share-time station. All three networks have FM and television interests.

Manufacturers, too, would suffer. Westinghouse has six AM and six FM stations and one video outlet; DuMont has three TV outlets and has established its video network; General Electric has one station in each service; Farnsworth Radio & Television Corp. has AM and FM; Eitel-McCullough has FM and International Telephone & Telegraph Co. has a Puerto Rican AM station. Only Philco would be unaffected since it produces only receiving equipment.

Another perennial was introduced by Rep. Joseph R. Bryson (D-S. C.) to prohibit the publication, broadcasting or telecasting

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GETS TSN POST

Clarke Brown Sales Chief

CLARKE R. BROWN, formerly head timebuyer at the Gardner agency in St. Louis on the Grove Labs account, has been appointed general sales manager of the Texas State Network.

Mr. Brown

The appointment is effective today (Feb. 14), according to Gene L. Cagle, president of the network. Mr. Cagle said Mr. Brown will headquarter in Fort Worth and will devote considerable time to TSN owned and operated stations.

HF DISSENT

U. S. Firm Against Russian Plan

OUTLOOK for the Mexico City High-Frequency Broadcasting Conference appeared dimmer last week following developments which sent FCC Comr. George E. Sterling, alternate chairman of the U. S. delegation, and Fred Trimmer of the State Dept., vice chairman, flying from Mexico City to Washington for high-policy conferences at the State Dept.

Mr. Sterling

They were understood to have been given the green light for continued opposition to acceptance *in toto* of the Russian formula of frequency allocations, which its opponents claim would favor Russia and her satellites at the expense of nations in the Western Hemisphere.

Comr. Sterling and Mr. Trimmer, chief of the State Dept.'s International Radio Frequency Section, arrived in Washington by plane late Monday night and returned to Mexico City Wednesday night after a hurried round of conferences with State Dept. officials.

They were accompanied by Joseph M. Kittner, assistant to the FCC general counsel, and Forney A. Rankin, executive assistant to the president of NAB. Mr. Kittner returned to Mexico City with the delegation chiefs. Mr. Rankin will return by way of New Orleans and the NAB board meeting there this week.

During his short visit, Comr. Sterling also conferred with his colleagues at the FCC.

Feb. 15 Session

The critical Mexico City session, so far as the outcome of the conference is concerned, is due about Feb. 15 when Committee 6 reports on prospects for agreement on channel-hour assignments. Whether the conference breaks up or continues is to be decided at that session.

Russian delegates, who walked out on the conference once before, have insisted several times that a group of "experts" be chosen to work out allocations details. The U. S., among other nations, maintains the work should be done by the conference itself, and has successfully blocked Russian attempts to prevent introduction of the U. S. plan of allocations.

The Russian allocations plan employs a formula based upon each nation's land area, population, and number of state languages spoken. Its opponents charge such a formula discriminates seriously against small nations. Additionally they contend that a "bonus" system embodied in the Russian plan would put assignments almost entirely on a political basis.

It was pointed out that Romania would get 33 channel hours under the area-population-languages formula of the Russian plan. But the Russian "bonus" arrangement would boost Romania's total to 71 because of that country's fight against Fascism.

The U. S. would get 396 channel hours under the base formula of the Russian proposal but these would be cut to 197 because the U. S. does not use high frequencies for internal broadcasting. Nor would the U. S. get any bonus for defeating Fascism; that reward is primarily reserved, under the Russian plan, for Russia and her satellites.

The U. S. plan—the only other major plan before the conference—is based on engineering, also giving consideration to the specialized needs of each country. It is credited with general acceptance, among the participating nations.

AUDIENCE FACTS — Getting Sales Ammunition at Local Levels

Business of Broadcasting

One of a Series

By RAYMOND E. GUTH
WOC Davenport, Iowa

OUT of the postwar increase in small, local stations has developed sales competition heretofore unknown in smaller cities and in towns. There are literally hundreds of locales now in which a merchant previously merely decided whether or not to buy radio time, but now must decide *whose* time to buy.

Thus, local salesmen now need convincing black-and-white proof that their station can and does deliver a larger audience locally at a given time than does the competition.

Of course, in larger and more financially-able operations, this "convincing proof" lies in reports furnished by national research firms contracted for that purpose. Such and similar audience research is the most valuable sales aid there is, when properly conducted and interpreted.

This very "convincing proof" is available to any local manager at a very nominal cost, immediately, and in indisputable form.

Through the use of the independent telephone surveys, any local sales manager can quickly deliver his present or prospective client an accurate and timely picture of the current local audience for any specified time.

Preparing a Survey

All that is required of any station in the way of equipment and personnel is: the supervision of any responsible person throughout the time a survey is conducted; the time of 3 or more persons at an equal number of telephones for one-half hour to 45 minutes per day for five days; and a few hundred mimeographed forms . . . plus the procedural knowledge outlined below.

(A.) Preparation for the survey:

1. **Select the periods to be measured, planning 600 calls per period.**
2. **Delete all commercial and rural numbers from the city telephone directory.**
3. **Using an average page as a measure, determine the number of non-commercial city numbers on that page, and multiply by the total pages in the book. (Record all this.)**
4. **Multiply the number of time periods to be measured by 600, thereby finding the number of calls needed for the entire survey.**
5. **Divide the total number of calls to be made into the number of non-commercial city phones in the book, as derived from operations 2 and 3. The resulting number is the spacing you will follow throughout the book in selecting numbers to be called—such as every 15th or 8th number.**
6. **Select a starting page at random, likewise a starting column and number in that column on that page. (To be purely random, you should draw the starting page, column and number from a box containing all possible numbers on bits of paper.)**
7. **Now enter the numbers you have selected on forms prepared for the callers.**

WITH local salesmanship moving into an even more competitive era, it behooves the enterprising station to properly assess its audience for the prospective advertiser. In this article, Mr. Guth outlines the procedure for such a local survey which can be undertaken at a nominal cost.

Each of the callers form sheets (mimeographed) should provide for 20 numbers, inasmuch as the average caller will dial only a few more than that number in a 15 minute period. The caller usually waits 30 seconds past the quarter hour's beginning, and stops calling 30 seconds prior to its end. This insures to some extent against getting people who are in the process of dialing out at the beginning of the program.

The caller's form should contain these columns (the numbers being listed along the left-hand side): Number of the phone, station, program, NL (not listening), disc (disconnected). The caller then dials his number, asks the first question: "Were you listening to your radio when the phone rang?", and records under NL if the answer is negative, or if the phone is not answered. If the answerer says he was listening, the caller asks: "To what station were you listening, please?", recording that answer. It is not necessary to list the program column or ask "To what program were you listening, please?" unless the caller and/or station is interested in checking reliability of call letters given by the answerer. Advertisers, of course, like to know that people can identify the program, and therefore it is best to include that question.

It is strongly recommended that the caller use the above questions in their exact phrasings, for they have been found through experiment and research to be the least biased and answer-suggesting. Of course you would not have the caller ask: "Were you listening to WWW when your phone rang?", for the very obvious reason that it immediately enhances chances for bias due to prestige, and perhaps even giveaway programs! *Be careful not to let your callers in any way suggest a possible answer, if you are interested in true facts.*

The number of days a survey will take depends of course on how many callers you have. For example, three callers can complete the required 600 calls for any given period by calling the first five days of the week during that period for two weeks.

Incidentally, the number 600 is not arbitrarily arrived at. It represents the number at which statistical reliability is at its greatest within practical range, and is the figure most often used and accepted as a sample size for many types of research.

Adding Up

Now to the second phase of the survey:

(B.) Tabulation:

1. **Groups of call sheets are assembled according to time period.**
2. **Count the number of responses for each station in each period and record these numbers.**
3. **To determine "% of all homes" divide the total sample for the period into the number of responses a station may have. (The sample may be less than 600 in most instances because of refusals to answer, etc.) The resulting number indicates the percentage of all homes in the city that were listening to that station at that time.**
4. **To determine "% of listening homes" divide the total number of station responses for the period (all stations mentioned) into the number of responses any one station has. The resulting number indicates the percentage of all listening homes of the city that were dialed to that station. (Naturally, this figure will be greater than the one arrived at in operation 3.)**

This completes the survey, and provides a station-by-station comparision of share of audience within the city, and share of total possible listening homes.

Testing Reliability

There are a few things that must be realized and admitted about results obtained from such a survey: the results indicate listening within the city the survey is performed only; results are valid only for the periods covered, and may not be projected to any other periods, even if adjacent.

In most cities, telephone ownership is above the 90% level in homes, and therefore this survey method provides an accurate index to homes, but strictly speaking, only to telephone homes.

To establish a table of reliability for your findings, the following formula may be used:

$$\sqrt{\frac{\% \times (100-\%)}{S}}$$

That is: multiply the percentage to be tested by the result of that percentage subtracted from 100. Divide by the sample total for the period. Then extract the square root. This provides a check to one standard deviation, which means that 64 times of 100 your results in this case are not possibly off more than the result of the formula plus or minus.

In most instances in which this survey method has been applied, the station understandably remained anonymous. Naturally, results are hardly reliable if the answeree knows that WWW is calling to determine if he is listening to WWW. You might wish to use the harmless and effective phrase the author has successfully used in performing similar surveys for small operations: "This is the registered radio survey of *(your city)* calling. . .".

Of course, your results are as reliable, as helpful to you, as you are honest in obtaining them.

Bible Campaign

THOMAS NELSON & Sons, New York book publisher, is planning a national campaign, backed by the International Council of Religious Education, on its complete revised edition of the Bible, to be completed in 1951. Preliminary promotion, based on the New Testament, which has been completed, will be launched shortly and will include radio and television, "the most modern media for the most modern Bible," according to Wertheim Assoc., New York, the Nelson agency.

ORDER CARDS
Are WOV's Latest Promotion

THE LOWLY but useful penny postcard is being used by WOV New York as a blanket mail-order card, with effective results.

Addressed to and postpaid by the station, the card carries a simple order blank for any WOV-advertised products on its reverse side. A customer need only indicate the product, quantity desired and program on which offer was heard, and slip the card into the nearest mailbox.

Two thousand cards have been distributed to date, via announcements on the station's English programs offering "a free supply of these handy WOV order cards." Cards were sent to 1,200 listeners on request, with the remainder of the 2,000 going to purchasers of mail-order packages for use in future orders.

Cards have been returning to the station at the rate of 12 to 15 per day, prompting the station to extend its plans for overall mailing of the postal blanks.

WOV also pointed out the added value of the cards as a check on the station's program popularity.

Radio Station W O V
LISTENER'S SPECIAL ORDER DEPARTMENT
Use this form for quick convenient ordering
NO POSTAGE REQUIRED - JUST FILL OUT AND MAIL!

Please send me:

Quantity	Product	PROGRAM on which offered

Please Print! Name .....
Street Address .....
City ..... Zone ..... State .....

WOV's Listener Blank

AD COUNCIL

Lauds Radio, Other Media

By TYLER NOURSE

THE ADVERTISING Council, meeting in Washington last week with the Industries Advisory Committee and the Public Policy Committee, paid high praises to the part radio has played in council activities.

During a presentation ceremony Tuesday night, Vernon Clark, national director of the U. S. Savings Bonds division, pointed out that $45 million has been expended during the last year by radio and other media in bond promotion. Earlier estimates, made during the Security Loan drive, [BROADCASTING, July 5] set the radio budget at over half the total expenditure.

The group met Wednesday with President Truman in a closed session at the Old State Dept. Bldg. He thanked the council for its public service in promoting bond sales and other government campaigns. Pointing out that government officials are taking a "beating" financially, he asked the council to support his plan to increase salaries in top level posts.

To help acquaint members with the functions of government, Cabinet members and agency heads told the group how their organizations function, what their objectives are and, in some cases, their future plans.

The two-day meeting opened Tuesday with a cocktail party at the Carlton Hotel. This was followed by a dinner and board meeting. Members of the Public Policy and Industries Advisories Committees attended the board session. Robert M. Gray, advertising and sales promotion manager of Esso Standard Oil Co., was named coordinator of the American Economic System campaign.

Activities Wednesday were confined almost entirely to the meeting with the President and government officials, during which radio came in for its full share of praise.

Wednesday night a cocktail party was given by Philip L. Graham, publisher of the *Washington Post*.

Members of the conference are:

Bromwell Ault, Interchemical Corp.; William R. Baker, Jr., Benton & Bowles; Harold S. Barnes, Bureau of Advertising; J. L. Barrett, Advertising Council; Theodore L. Bates, Ted Bates Inc.; S. Bruce Black, Liberty Mutual Insurance Co.; Frank Braucher, Periodical Publishers Assn.; George Brett, Jr., MacMillan Co.; Lee H. Bristol, Bristol-Myers Co.; Louis N. Brockway, Young & Rubicam; Thomas D'Arcy Brophy, Kenyon & Eckhardt; Edward G. Budd, Jr., Budd Co.; Leo Burnett, Leo Burnett Co.; Richard Chaplin, Crowell-Collier Publishing Co.; William S. Chesley, Jr., Kastor, Farrell, Chesley & Clifford; Mrs. Olive Clapper, journalist; Evans Clark, Twentieth Century Fund; M. W. Clement, Pennsylvania Railroad.

Fairfax M. Cone, Foote, Cone & Belding; John C. Cornelius, BBDO; Douglas W. Coutlee, Merck & Co.; Helen J. Crabtree, Advertising Council; H. Andrew Dudley, International Bank; Frank Dunigan, Outdoor Advertising Assn. of America; Jean Flinner, Advertising Council; Frank M. Folsom, RCA; Maxwell Fox, Advertising Council; Clarence Francis, General Foods; Samuel C. Gale, General Mills; Frederic R. Gamble, AAAA; John T. Gibson, The White House; Philip L. Graham, The Washington Post; Robert M. Gray, Esso Standard Oil; Dr. Alan Gregg, Rockefeller Foundation; Miss Helen Hall, Henry Street Settlement; Robert M. Hanes, Wachovia Bank & Trust Co.; Charles B. Harding, Smith, Barney & Co.

Thomas J. Hargrave, Eastman Kodak Co.; John K. Herbert, Hearst Publications; Stanley C. Hope, Esso Standard Oil; Charles H. Houston, Houston, Houston, Hastie & Waddy; Buell W. Hudson, The Woonsocket Call; C. D. Jackson, Fortune Magazine; Charles W. Jackson, The White House; Gordon Kinney, Advertising Council; Edgar Kobak, MBS; Arthur Kohler, Curtis Publishing Co.; Judy Kwis, Advertising Council; Chester J. LaRoche, C. J. LaRoche & Co.; Herbert H. Lehman.

J. Spencer Love, Burlington Mills; Anson C. Lowitz, J. Walter Thompson Co.; George P. Ludlam, Advertising Council; A. E. Lyon, Railway Labor Executives Assn.; Herbert Malley, Advertising Council; Eugene Meyer, The Washington Post; Howard Morgens, Procter & Gamble; Charles G. Mortimer, Jr., General Foods; W. Frederic Mosel, Advertising Council; J. J. Nance, Hotpoint; Wesley I. Nunn, Standard Oil; J. B. O'Hara, Dr. Pepper Co.; Charles S. Payson, Refined Syrups & Sugars; Stuart Peabody, Borden Co.

Robert S. Peare, General Electric; Hector Perrier, Advertising Council; W. B. Potter, Eastman Kodak Co.; K. C. Pratt, K. C. Pratt Inc.; Theodore S. Repplier, Advertising Council; William Reydel, Newell-Emmett Co.; Burr L. Robbins, General Outdoor Advertising Co.; James Rotto, Hecht Co.; Edward Royal, Advertising Council; R. J. Schaefer, F. & M. Schaefer Brewing Co.; Lavinia S. Schwartz, Advertising Council; Mark Seelen, Outdoor Advertising; Boris Shishkin, AFL; John E. Smith, McCall's Magazine; J. P. Spang, Jr., Gillette Safety Razor Co.; Frank Stanton, CBS; John C. Sterling, This Week Magazine; A. R. Stevens, National Dairy Products Corp.; John R. Suman, Standard Oil (N. J.); Reese H. Taylor, Union Oil of Calif.; Edwin F. Thayer, Tide Magazine.

Carolyn E. Thompson, Advertising Council; Leonard Trester, General Outdoor Advertising; Robert L. Warren, Brockway Glass Co.; George Weber, Mac Wilkins, Cole & Weber; Henry C. Wehde, Jr., Advertising Council; Paul B. West, Assn. of National Advertisers; Charles M. White, Republic Steel; A. D. Willard, NAB; Allan M. Wilson, Advertising Council; Charles E. Wilson, General Electric; Albert E. Winger, Crowell-Collier Publishing Co.; Mark Woods, ABC; James W. Young, J. Walter Thompson Co.; Thomas H. Young, U. S. Rubber Co.

A CHANCE for top brass to relax and talk was provided by the Ad Council cocktail party held Tuesday at Washington's Carlton Hotel.

TOP PHOTO (l to r): T. S. Repplier, president of the Council, and Charles G. Mortimer Jr., board chairman.

SECOND PHOTO: Frederic R. Gamble, president of AAAA; John C. Cornelius, BBDO and Louis N. Brockway, Young & Rubicam—all directors of the Council.

THIRD PHOTO: A. D. Willard, NAB director and a director of the Council, and Gordon Kinney, Council radio director.

MIDDLE PHOTO: Edgar Kobak, president of MBS and a Council director; James W. Young, J. Walter Thompson, Council board member, and Bromwell Ault, vice president of Interchemical Corp. and member of Industries Advisory Committee.

FIFTH PHOTO: Former Governor Herbert H. Lehman, member of Public Policy Comm., and Charles E. Wilson, GE president and chairman of Industries Committee.

SIXTH PHOTO: Robert M. Gray, advertising and sales promotion manager of Esso Standard Oil and board member, and William Reydel, Newell-Emmett and Council board member.

BOTTOM PHOTO: Leo Burnett, head of his own agency, and Evans Clark, executive director of 20th Century Fund and chairman of the Council's Public Policy Committee.

RETAILERS

Ad Council Sets Up Program

THE ADVERTISING COUNCIL's retail advertising committee has instituted a special public service advertising program by retailers, for retailers. The newly formed committee, representing retail stores, newspapers, syndicated mat services, NAB and NRDGA, will be headed by James Rotto of the Hecht Co., Washington, as chairman.

An outgrowth of a plan presented at last June's NRDGA meeting, the program will provide specialized public service advertising materials for retailers, and ensure their participation in Ad Council programs as well as public recognition of their contributions.

The first series of ads will take shape this month, to be created by a subcommittee of the Retail Advertising Committee. They will be flexible in copy and art to allow for local adaptations.

Successive subcommittees of three members each, will every other month prepare six ads and six radio spot announcements on council campaigns through the ad departments of their respective stores. Material so created will be distributed nationally through the syndicated mat services, the Bureau of Advertising, NAB and NRDGA.

Members of the Retail Advertising Committee are:

Samuel J. Cohen, Lit Bros., Philadelphia; James Rotto (chairman), The Hecht Co., Washington; Budd Gore, Marshall Field, Chicago; Alan A. Wells, Kaufmann Dept. Stores, Pittsburgh; Harriet Wilinsky, Wm. Filene's Sons Co., Boston; Lois Ingalls, Thalhimer Bros., Richmond; Chess Lagomarsino, Jr., Davison-Paxon Co., Atlanta; Royell D. Friend, Frederick & Nelson, Seattle; Olin O. Stansbury, Stix, Baer & Fuller, St. Louis; J. M. Ellis, G. C. Murphy Co., McKeesport, Pa.; B. Lewis Posen, Hochschild, Kohn & Co., Baltimore; Llewellyn Harries, Burdine's, Miami;

H. C. Bartlett, Macy's, San Francisco; E. G. Circuit, ZCMI, Salt Lake City; Robert J. Powderly, Kresge-Newark, Newark, N. J.; Carl V. Haecker, Butler Bros., Chicago; Evan L. Ellis, Crowley, Milner & Co., Detroit; L. H. Foster, The Fair, Chicago; John A. Fitz Randolph, J. C. Penny Co., New York; W. E. Bennett, Sears, Roebuck & Co., Chicago; John Pearl, Hearn Dept. Stores, New York; W. H. Campbell, Sibley, Lindsay & Curr Co., Rochester, N. Y.; Herbert G. Wyman, Pittsburgh Post-Gazette, Pittsburgh;

John Giesen, Bureau of Advertising, New York; Lawrence Knott, Chicago Sun Times, Chicago; Joseph A. Bernstein, Metro Associated Services; Ralf Shockley, Meyer Both Co.; Laurence A. Whitehead, Stamps-Conhaim-Whitehead; Howard P. Abrahams, NRDGA, New York; Maurice B. Mitchell, NAB.

DROP HOOPER

WNEW WOV WQXR Cite Faults

THE THREE New York independent station subscribers to services of C. E. Hooper Inc. cancelled their subscriptions last week because of what they said were weaknesses in the Hooper telephone sample.

Mr. Weil

The cancellations followed a meeting of the stations with C. E. Hooper, president of the research company, a fortnight ago. Questions asked Mr. Hooper at the meeting were not satisfactorily answered, the stations said.

Stations cancelling the service were WNEW WOV and WQXR.

In announcing the cancellation, Bernice Judis, vice president and general manager of WNEW, described the present as a fluid period of broadcasting and said it was "our feeling that the picture being revealed in the Hooperatings is out of focus" as far as AM, FM and TV are concerned.

"We feel that the present system both in questions asked and in random sampling techniques does not give us the incisive picture we need," said Miss Judas. "Radio's long service as an advertising medium and a community service is destined for an important place in American life. We cannot surrender that position in a survey that we feel is weighted in favor of a portion of the industry."

WNEW objected, it was said, to Hooper techniques which resulted in unfair weighting toward television.

Ralph N. Weil, general manager of WOV, took a similar view. Mr. Weil saw a need for "dependable and accurate measurement of radio listening."

"Because we have come to the conclusion that the Hooper system fails to meet this need," said Mr. Weil, "we have discontinued the service."

Mr. Weil said WOV had "always questioned audience studies based entirely upon telephone homes." He pointed out that only 40% of New York metropolitan area residents had telephones and that studies other than Hooper had indicated "considerably more radio listening in the non-telephone homes—as high as 24% in one instance."

Random Sample 'Inadequate'

"We believe further," said Mr. Weil, "that the random sample, particularly the small random sample, is no longer adequate for the complexities of today's audience measurement.

"We are not professional statisticians. We do not assume the burden of deciding just how an acceptable cross-section sample for audience measurement should be worked out. But we do believe that it can and should be developed, and feel the arbitrary refusal to make an honest attempt to introduce a scientific sample renders the Hooper system useless to us at this time.

"The accepted concept of a random sample presupposes a sufficiently large sample to cancel out minor irregularities. It is generally accepted that a controlled, or scientific cross-section, can be based on a comparatively small sample. In the case of the Hooper random sample, a single quarter hour rating can be based on as few as 90 calls. It is difficult to accept such limited sampling in a random sampling system." Mr. Weil continued:

"The rapid growth of television in this area introduces a number of new problems into the business of audience measurement. We believe that radio and television will continue to function as two distinct, and to some extent, competitive advertising media. We believe that both require the greatest possible skill and precision in measuring their actual and comparative audiences.

"To lump the two in one operation, to retain all the known shortcomings of an imperfect system, and to allow those weaknesses to be magnified in the combined operation cannot fail, we think, to render that system inadequate for both.

"Again, we insist, the need is for more accuracy, more exactness, and more scientific control in this type of research. As the relationship of AM radio and television become more stabilized, this need will grow even more acute.

"In combining radio and television audiences in a single study—with the small telephone sample—important new weaknesses are introduced into the picture. For instance, it is generally agreed that almost all home TV sets today are in telephone homes—some estimates being higher than 90%. Obviously, a sample that covers 90% of TV homes and only 40% of radio homes is not an acceptable basis for comparison."

Elliot M. Sanger, vice president and general manager of WQXR, wrote a letter to Mr. Hooper, text of which was:

"As a result of the discussions we had with you at luncheon on Tuesday last we are convinced that your newly adopted method of making the New York area survey is not satisfactory, both as to the questions asked and as to the distribution of the sample. We believe it discriminates against the non-network radio stations of New York and gives undue emphasis to the relatively small television ownership.

"In view of your inability to meet our views on the subject, we hereby cancel our subscription to the Hooper survey effective at once."

Hooper Statement

In a statement issued after the meeting with the stations, Mr. Hooper said there was "nothing simple in this period of change from one form of broadcasting (radio) to two (radio plus TV)."

Mr. Hooper said that his interviewers early last year changed one question in their random home radio measurements. Instead of asking, "Were you listening to your radio just now?" they began asking, "Were you looking at television or listening to your radio just now?"

Mr. Hooper said "one constructive suggestion came out of the New York station meeting: Rotate the words 'looking at' with 'listening to' to give each prior position in the question."

"Our interviewers are taking another look at this one," said Mr. Hooper. "It will probably be adopted."

"The idea of reporting TV on our random home base in any city developed only this fall. We began seeing the following in our share of audience figures for TV in our random sample for week-long evening audience totals: August—10%, September—11.3%, October—12.3%, November—12.8%, and December—16.4%.

"It was self-evident that TV should be treated not as a specialty 'as we had since February with our TV home based reports only' but as a major broadcasting medium. That decision led to the publication of Section II (TV Station Audience Report) in our city Hooperatings. Again we believe we are taking the correct lead from the audience, for in a November-December random-based New York report for the 8-9 period Tuesday evening we find only one radio program with a random-based rating bigger than Milton Berle's TV program. *Mystery Theatre*, reported in second (radio) for WCBS has a rating of 14.6. Section II (TV) but on the same random base produces the second highest rating for the hour-long *Texaco Star Theatre* (Berle) with a 9.6.

Possibility of Distortion

"These ratings and such other valid comparisons between radio and TV as reported above are only possible if we do random sample reporting on both forms of broadcasting simultaneously. No 'controls' exist to be applied to our sample distribution. No one could apply them if they did exist without producing almost certain distortions in the record.

"The industry should be thankful that we have a means of random sampling at this time. Without it both radio and TV would be operating in comparative darkness throughout the entire period of transition from one to two forms of broadcasting."

The sequence of questions now asked by Hooper interviewers is:

1. Were you looking at television or listening to your radio just now?
2. There is no reward for answering my question. What program please?
3. What station please?
4. (A) What is advertised?
   (B) Who in your home is listening to or looking at that program?
   (NOTE: These questions are alternately used—one in one month and the other in the next.)
5. Is someone else looking at or listening to a second set in your home?
6. What program please?
7. What station please?
8. Do you have a television set?

Meanwhile Mr. Hooper was announced as the featured speaker at a luncheon meeting of the American Television Society in New York Feb. 16. His topic will be "Meeting the Television Advertiser's Information Needs."

HR&P PLANS

Chicago and L.A. Branches To Be Opened

FIRM of Harrington, Righter & Parsons Inc., formed ten days ago to represent television stations exclusively [BROADCASTING, Feb. 7], opened its New York office last week at 270 Park Ave. It expects soon to have an office in Chicago and later in Los Angeles.

In announcing the New York setup, John E. Harrington, president of the firm, said:

"We have decided to organize a station representative firm to deal exclusively with television because we feel that now television is coming of age it is in direct competition with other media and must be sold as are other media—through a specialized sales force. We feel that by setting up an office like ours we will be filling a real need."

All three incorporators in the new company were formerly salesmen with Edward Petry & Co. Mr. Harrington was with Petry for seven years and before that was an account executive with McCann-Erickson.

Volney (Turk) Righter, vice president and treasurer of the company, before his Petry association, was with WOR New York sales department and an account executive at Young & Rubicam.

James O. Parsons, vice president and secretary, was with WWNY Watertown, N. Y., C. E. Hooper and McCann-Erickson prior to joining Petry.

* * *

Messrs. Harrington, Righter and Parsons.

RECORD WAR

Columbia Makes Frank Stand

COLUMBIA RECORDS Inc. last Wednesday let loose a major salvo in the "record war" by calling a formal news conference to declare its position against RCA-Victor.

Mr. Wallerstein

Edward Wallerstein, chairman of the board, said it was a "war which Columbia Records has not initiated, and in which it cannot be defeated."

His seven-page printed statement did not hesitate to use the word "war" in describing the battle of the r.p.m.'s, nor did it make any bones about mentioning that RCA-Victor was the adversary.

Folsom Approach

His boldness contrasted with the viewpoint expressed by Frank M. Folsom, RCA president, who at the conference introducing his company's new 45 r.p.m. 6⅞ inch record and changer denied "any warfare or feud between CBS and ourselves" [BROADCASTING, Jan. 17].

Mr. Wallerstein made it clear that Columbia was in the record war to the end on the side of its 33⅓ r.p.m. discs, as against the 45 r.p.m. platters of RCA. He emphasized: "We think we can safely leave the issue up to the people themselves."

These further points were made, either during the conference or in conversations after it:

1. Columbia did not intend to hedge in the battle in any way by also manufacturing 45 r.p.m. records similar to the new RCA product.

2. Between 300 and 500 radio stations, according to reports received by Columbia from equipment manufacturers, now have professional equipment for playing LP records. Disc jockeys are being supplied with all current releases by Columbia distributors and dealers.

3. Columbia intends to spend big money advertising LP. Budgeted for the next half year are advertising expenditures 20% greater than in the previous similar period. Further expenditures, it was understood, might depend on what RCA did.

4. What is now going on in the record business is an all-out war which will decide which record will become standard. Mr. Wallerstein paraphrased the Lincoln "half-slave, half-free" speech to make this point.

Other Developments

There were other developments during the week in the disc battle. These were:

Capitol Records has tossed its fortunes into the struggle on the side of RCA-Victor. (Columbia already has Mercury lined up on its side.)

Jack Kapp, president of Decca, said his firm would remain neutral in the struggle, continuing to make only the standard 78 r.p.m. records. Decca, which is big enough to hold the balance of power in the struggle, decided it would not influence the people in their decision. Decca currently is doing a huge business and will continue to supply records estimated for the 15 million 78 r.p.m. turntables in homes throughout the country.

Announcement was made that two companies already were in the field with devices for records of all three speeds. Sonotone Corp., manufacturer of hearing aids, demonstrated its device on Wednesday. At the Columbia news conference, a "microverter" which is produced by Microverter Co. was demonstrated.

Mr. Wallerstein expressed the belief that the LP record would save the record business. He described it as an enormous stimulant which the industry needs.

Sales already have proved this, he continued. In his statement he said almost as many LP records are now being sold to 600,000 current owners of LP players as albums were sold a year ago to the entire 12 million to 15 million possessors of conventional players.

These sales, he went on, explained why all leading manufacturers, except for RCA, are producing LP equipment. From "A to Z", he named Admiral, Capehart, Crosley, General Electric, Magnavox, Philco, Stewart-Warner, Stromberg-Carlson, V-M, Webster-Chicago, Westinghouse and Zenith. He added that the federal government has invited Columbia to submit bids for LP records for government use.

He ascribed the response to the long-playing feature, the quality of the sound and the savings (up to 63%).

"But one major manufacturing and record company—RCA—has chosen to ignore these developments," he said. "If it had done only that, there would be no need for comment. RCA has gone much further. It has indicated it will make no provisions of any kind, either in its equipment or records, for long-playing records; it has suggested that the long-playing records already in the homes of the American people would not be successful—despite all the weight of evidence, and the considered judgment of virtually all other manufacturers of equipment.

'Unorthodox' Speed

"And it has just announced its own forthcoming new record development, a small record playing at the unorthodox speed of 45 r.p.m. on a special turntable which can take no other records, either of the conventional or long-playing type.

"This is the essence of what people have been calling a 'record war'."

He then emphasized that the RCA record is not long-playing, that RCA efforts to produce a 33⅓ r.p.m. record failed but that Columbia had succeeded because it coupled with it a microgroove and a feather-light tone-arm.

This permitted Columbia to give the American public 25 minutes of music on one side of a record without interruption. His statement closed with the assurance to the American public that it will be able to continue to buy LP records with complete confidence.

Peard Rejoins WBAL

LESLIE H. PEARD JR. has resigned as assistant manager of WCAO Baltimore to rejoin WBAL Baltimore as assistant to the manager, a newly created position. Harold C. Burke, WBAL's vice president and general manager, who made the announcement today (Feb. 14), said Mr. Peard's "experience of many years in radio broadcasting and in advertising in Baltimore admirably fit him for the job." Mr. Peard was with WFBR Baltimore as promotion manager and salesman from 1931 to 1933 and joined WBAL in 1934. He was made WBAL sales manager in 1938, left in 1944 to become commercial manager of KTBS Shreveport, La. He returned to Baltimore in 1945 as WCAO assistant manager.

Mr. Peard

WTOP, KQW

Management Changes Due This Week

THE WASHINGTON *Post* is expected to take over management this week of WTOP Washington from CBS and the network in turn is expected to assume full operation of KQW San Francisco.

The moves were authorized immediately last week by the FCC in granting the joint petition of the *Post* and CBS. However, the *Post*-owned WINX Washington, disposal of which has delayed consummation of the WTOP and KQW deals, now must be transferred to "new parties" before Aug. 1 or the WINX license surrendered and operation terminated on or before Aug. 2. FCC Chaiman Wayne Coy did not vote on the petition and Comr. Robert F. Jones cast a dissenting vote.

Arthur Hull Hayes, newly appointed San Francisco vice president who has been in New York awaiting approval of the KQW transfer, leaves Wednesday for his new post. Ralph R. Brunton, president and manager of KQW, has not announced future plans. John S. Hays, general manager of WINX, is expected to move over to WTOP in that post this Wednesday or Thursday. No other staff changes are seen at the stations for the immediate present and the *Post* and CBS earlier have indicated that no major personnel changes were planned for WTOP and KQW.

A fortnight ago the Commission ruled that the *Post*'s sale of WINX for $130,000 to William A. Banks (WHAT Philadelphia owner) must be subject to AVCO 60-day advertising procedure but that transfer of WINX-FM from the *Post* to WTOP Inc. for $160,000 would not be subject to AVCO since the paper is 55% owner of WTOP Inc. [BROADCASTING, Feb. 7].

The Commission approved the *Post's* purchase of 55% of WTOP (1500 kc, 50 kw) from CBS for $855,470 last October, when it also granted consent to the network's purchase of remaining 55% interest in KQW (740 kc, 5 kw) for $425,000 from Ralph R., Mott Q. and Dorothy M. Brunton [BROADCASTING, Oct. 25, 1948]. The grants were conditional, however, upon the *Post's* disposal of WINX by Feb. 20.

The negotiations for sale of WINX were not concluded until mid-January and formal papers for approval of the sale to Mr. Banks were not filed in the latter part of the month [BROADCASTING, Jan. 24]. At this time waiver of AVCO was requested on grounds the required sale of WINX had been long known and that the protracted delays in consummating the major station transactions were having adverse effects.

ANA MEETING

Scheduled for March 23-25

ADVERTISING as an instrument of sales will be the basic theme of the spring meeting of the Assn. of National Advertisers, to be held March 23-25 at The Homestead, Hot Springs, Va.

Details of the program are not yet completed, but it was learned that present plans call for a general session on the effectiveness of all advertising media in place of separate sessions on individual media. Television and its place in the advertising picture is expected to occupy a major part in the media-effectiveness discussion. A session on research is under consideration, possibly as an evening meeting. If one is held, BMB is expected to be a major topic.

Details of ANA's new radio committee are expected to be announced on Wednesday following a meeting of the association's board on that day. Board is not expected to take any action on BMB at this meeting, but to refer the matter to the new committee for study and recommendations.

A Service of Broadcasting Newsweekly

FEBRUARY 14, 1949

TELECASTING

PARAMOUNT SPLIT

TV Outlets May Go to Separate Companies

A DIVISION of the television interests of Paramount Pictures loomed last week with reports that the film firm had agreed to an anti-trust consent decree dividing it into two separate companies—one to handle production and distribution of films, the other to operate theatres.

Although no comment was forthcoming from spokesmen for either Paramount or the Justice Dept., it was understood that WBKB (TV) Chicago would go with the theatre company while KTLA (TV) Los Angeles as well as Paramount's 29% interest in Allen B. DuMont Labs. which has three TV stations, would go to the production-distribution firm.

Most of Paramount's television applications are in the names of subsidiary theatre interests and presumably would therefore go to the theatre company. The same applies to Paramount's AM holding —25% of WSMB New Orleans— and its half interest in an AM applicant for Atlanta and 10% in one for Hot Springs, Ark.

The only Paramount TV application not in the name of a theatre subsidiary is the application for San Francisco, which was filed by Paramount Television Productions, permittee of KTLA. With KTLA and the DuMont interest, this may go to the production-distribution firm.

WIBK (FM) Chicago, which with WBKB is owned in the name of Balaban & Katz Corp., may similarly go to the exhibition company. In view of FCC's ruling that Paramount controls DuMont—thus far only "proposed," not a final ruling—the film company currently is at the five-station maximum ownership permitted by the Commission in TV.

Under the division reportedly slated via the consent decree, the theatre company would be entitled to four more video stations and the production - distribution company could have one more even if it fails to convince FCC that it does not control DuMont.

Although the exhibition company will have to sell some of its theatre holdings in so-called "closed" cities, a preliminary examination indicated it will not have to get out of any of the cities where Paramount subsidiaries have TV applications.

Theatre subsidiaries having applications include United Detroit Theatres, New England Theatres (Boston), Gulf Theatres (Tampa), and Tri-States Meredith Broadcasting Co. (Des Moines).

DuMont operates WABD New York, WTTG Washington, and WDTV Pittsburgh, and has applications for Cleveland and Cincinnati.

The consent decree, understood to have been agreed to by both the Justice Dept. and Paramount, would end the government's anti-trust suit against the film firm. Separation into the two distinct companies would be required within one year, it was reported, and no stockholder would be allowed to own shares in both the new firms.

WNHC-TV Takes NBC

WNHC-TV New Haven has signed an interconnected television affiliation contract with NBC, it was announced Thursday. The station, owned by Elm City Broadcasting Corp., will be fed sound on lines from New York City. Visual picture will be picked up from WNBT signal from New York.

Motorola on Video

MOTOROLA Inc., Chicago, has contracted for Robert Ripley's *Believe It or Not* to be telecast starting March 1 live on 14 NBC-TV stations and by teletranscription from March 15 on 13 other video outlets. Gourfain-Cobb, Chicago, is the agency. Non-interconnected stations are WDTV Pittsburgh, KSTP-TV Minneapolis, KDYL-TV Salt Lake City, WLWT Cincinnati, WBAP-TV Fort Worth, WSB-TV Atlanta, KPIX-TV San Francisco, KRSC-TV Seattle, WDSU-TV New Orleans, KNBH Los Angeles, WNHC-TV New Haven, WAVE-TV Louisville and WMCT Memphis.

BOXING ON TV

Commissions Seeking Cut

FUTURE RELATIONSHIP of boxing to television is to be discussed at a meeting of the National Boxing Assn.'s executive committee in Washington, D. C., next month.

Slated for discussion are ways of cutting boxing commissions in on the pay that boxing promoters receive from advertisers sponsoring telecasts of boxing matches. Two boxing jurisdictions, New York and New Jersey, already take a 5% cut, and similar moves are said to be planned elsewhere.

The chairman of the District of Columbia Boxing Commission, Heinie Miller, believes it might be possible under present law to get a cut of TV's guarantee to promoters. He indicated that the commission probably will seek to have this session of Congress add to the law specific authority to take such a cut.

Reports have circulated that attendance has dropped off not only at Turner's Arena boxing shows, which are telecast, but also at another Capital arena, Uline's, where the Liberty A. C. matches are not telecast. Decline of 10% was reported in the gate receipts "take" of the District of Columbia Boxing Commission.

HIGH BAND TV

RCA-NBC Plan Conn. Outlet

RCA-NBC, pioneer in low-band television, proposed last week to go into high-band transmitting and receiving operations on what may develop into a production-line basis.

Plans were disclosed Thursday when NBC asked FCC for authority to build a satellite high-band video station at Bridgeport, Conn., for its low-band WNBT (TV) New York.

RCA, it was indicated, will construct special high-band receivers which will be used in the experimental operation and which may become its first commercial line of UHF sets if the tests prove such operation is feasible.

NBC asked the Commission for an experimental grant for operation at 529 mc, at the lower end of the 475-890 mc UHF video band.

For the project, the network's second public testing of UHF operations, an entirely new transmitter will be built at a cost reported to FCC as $145,000.

The proposal indicated that the old "green" transmitter used in the RCA-NBC color television demonstrations, and later in the UHF tests in Washington last fall, is now considered unsatisfactory for operations in the higher region.

The Washington tests were plagued by tube failures blamed on excessive heat [CLOSED CIRCUIT, Dec. 20, 1948]. Indicating belief that they have surmounted this problem, authorities said the Bridgeport tests will employ a cluster of tubes expected to develop about 1 kw power. Antenna gain will bring the effective radiated power up to 15 to 20 kw.

Special Receivers

The use of special high-band receivers will mark another departure from the Washington tests, in which adapters were provided so that the high-band transmissions could be received on low-band sets.

NBC estimated the cost of its proposed station would approximate $220,000 aside from $36,000 estimated operating expenses for one year. In addition to $145,000 for the new transmitter, the network expected the antenna system to cost about $45,000.

The station would be identified as WNBT-1, under NBC's proposal, and would duplicate the programs carried on WNBT.

It would be under the direction of O. B. Hanson, vice president and chief engineer of NBC.

The network said the station would be used for continuous research, would permit "field test and study of UHF television broadcasting in a representative city and area," and would make possible an investigation of "the possibility of providing television broadcast service to a greater number of people by means of a satellite station."

NBC asked that the satellite, if authorized, be accorded a waiver of the rules requiring aural and visual station-identification at least once an hour. Identification would be accomplished by incorporating the satellite's assigned call letters and location with identification of WNBT at the beginning and end of each period of operation.

DuMONT CHANGES

Loewi Now Director Of TV Network

A GENERAL changing of the DuMont TV network operations "in accordance with sound business principles" is in progress, Mortimer W. Loewi, executive assistant to the president of Allen B. DuMont Laboratories, told BROADCASTING last week.

Mr. Loewi has assumed directorship of the network, succeeding Lawrence Phillips, who has returned to the management consultant field he left to join DuMont in April 1947. Mr. Phillips has opened offices at 8 W. 40th St., New York.

Changes to be made in the network's setup will be "not so much in individual members of the organization as in the manner in which they operate," Mr. Loewi said. Each department will henceforth have its own operating schedule and its own list of objectives to be achieved, he explained, with individual department heads responsible for following those schedules and reaching those goals.

Mr. Phillips

Mr. Loewi

Mr. Loewi compared this "businesslike" type of operation with the former system which centralized all planning and responsibility in the director's office. He said that he hopes to have the new system established and functioning smoothly within two or three months.

Mr. Loewi joined the DuMont organization in 1935 at the time of its incorporation. Last June he became active in the DuMont network operation, serving as liaison between DuMont and Mr. Phillips. During the fall he concentrated on the planning and development of daytime video programming at WABD (TV) New York, key station of the network. On Nov. 1 WABD launched its all-day operation, which has in part been extended to the full DuMont network.

Mr. Loewi also aggressively pushed his contention that TV networking is a different type of operation from AM networks and that, for the present at least, exclusive affiliation contracts are impracticable. WDTV Pittsburgh, DuMont-owned TV station which began operation last month, has agreements with the other three TV networks—NBC, CBS and ABC—as well as with DuMont. Today, with only one station, "Pittsburgh viewers have the best video program service in the nation," Mr. Loewi declared, "because WDTV has its pick of the best programs that all the networks have to offer."

BASEBALL

Atlantic Buys TV

HOME BASEBALL games of the Philadelphia Athletics and Phillies for the third year will be telecast during the 1949 season under Atlantic Refining Co. sponsorship, according to arrangements just completed.

In order to provide for televising the greatest number of games possible for Philadelphia area fans, it was necessary for the company to negotiate contracts with the three stations in that city, WCAU-TV, WFIL-TV and WPTZ, which will be used on a rotating schedule for the coverage.

WPTZ and its crew will handle the pick-up for every game televised, and will cover afternoon games on weekdays and Saturdays. WFIL-TV will televise night games on Mondays, Tuesdays and Wednesdays. WCAU-TV will cover night games on Thursdays and Fridays. All three stations will participate in televising games on holidays and Sundays, with two stations covering each of these contests simultaneously, using the same pick-up.

Claude Haring again will handle the TV assignment from Shibe Park as he did last season. N. W. Ayer & Son, Philadelphia is the agency.

SPORTS VIDEO

Topic for TBA Educators

TELECASTING of intercollegiate sports and video's value as a builder of gate receipts will be among the topics discussed when educational members of Television Broadcasters Assn., New York, meet at its 500 Fifth Ave. board room Tuesday, Feb. 15.

According to Prof. Kenneth G. Bartlett, director of the Syracuse U. Radio Center, and chairman of TBA's educational committee, other questions to be discussed will deal with television as an aid to, and its effect on, education.

Hollywood Symposium

SECOND annual Television Symposium of Screen Publicists Guild, Hollywood, will start April 27, according to Lesley Mason, Guild president. Forums will be held once weekly for five weeks. No meeting place has been named. Symposium will be made up of television authorities who will discuss their particular phase of television. Meetings will be restricted to members of the motion picture and radio unions and guilds.

Present as arrangements were completed for presentation of *Horn & Hardart Children's Hour* (WNBC New York) simultaneously on television (WNBT New York) were C. V. Farley (seated), vice president and advertising manager of Horn & Hardart, and (standing, l to r): James V. McConnell, director of NBC Spot Sales; Alice Clements, producer of program; Thomas B. McFadden, manager of WNBC and WNBT; Isaac Clements, president of Clements Co., agency for Horn & Hardart, and Frank Bowes, NBC account executive.

PA. CENSORSHIP

TV Operators Refuse To Submit Films

PENNSYLVANIA television operators last week defied the State Board of Censors' new rule requiring censorship of television films and filed suit in Federal District Court to have it set aside.

The rule would illegally delegate to non-licensees—the censorship board—the duty and responsibility of a licensee to select his own programs in the public interest, the court was told.

Spokesmen said the stations are not submitting films for censorship pending outcome of the suit, which was filed Wednesday in the U. S. District Court for the Eastern District of Pennsylvania.

The rule, adopted about two weeks ago, provides that no film may be telecast by Pennsylvania stations until reviewed by the State Board of Censors and stamped with its seal of approval [BROADCASTING, Feb. 7].

Board Named Defendant

The board, which formulated the rule, was named defendant. Its members are Edna R. Carroll, chairman, and John Clyde Fisher and Beatrice Z. Miller. The board is in the State Dept. of Public Instruction.

Decision to fight the regulation was reached Tuesday in a meeting of representatives of Pennsylvania's four operating television stations and one TV permittee, together with their Washington and Philadelphia attorneys. The legal representatives had recommended resistance to the censorship move following a study of the legal aspects a week earlier.

The complaint charges that the regulation violates the commerce clause of the Constitution and the First and Fourteenth Amendments.

Under the Communications Act, the suit contends, selection of program material is a right and responsibility of the licensee and may not be transferred to persons or groups who are not licensees. If stations adhered to the censorship rule this responsibility would be placed in the hands of the board members, the court was told.

In the face of this conflict of federal and state laws—the federal requirement of licensee responsibility and the state requirement of censorship—the telecasters maintained that the federal law takes precedence.

They also claimed that the rule would violate free-speech and similar rights granted by the First Amendment and protected against state encroachment by the Fourteenth.

Principals and attorneys attending the meeting were Dr. Leon Levy, president and general manager of WCAU-TV Philadelphia, and Isaac D. Levy, vice president and general counsel, and W. Theodore Pierson, Washington counsel; Roger W. Clipp, general manager of WFIL-TV Philadelphia, and Morton H. Wilner, Washington attorney; Roland V. Tooke, assistant manager of WPTZ (TV) Philadelphia, and John Esterhai of the Philco legal department, and Henry B. Weaver, Washington attorney; Thad H. Brown Jr., Washington counsel for WDTV (TV) Pittsburgh; Clair R. McCollough, president of WGAL Lancaster, TV permittee, and William A. Schnaeder and Earl G. Harrison, Philadelphia attorneys handling the suit.

The Pennsylvania board's move reportedly is the first in television. Some other states, including Maryland, are understood to have been considering similar action.

Radiorama

PIONEER Scientific Corp., represented by Hunter Delatour (seated), adv. mgr., becomes a charter WOIC (TV) Washington sponsor during a golden pen signing with (l to r) Eugene Thomas, WOIC gen. mgr.; Herman Maxwell, WOR New York account executive, and Allan Black, Cayton Inc., agency, account executive.

DURING Radio Correspondents Assn. dinner at Washington's Hotel Statler Feb. 5, President Truman (r) receives a replica of "Abraham Lincoln table" used by most Presidents to hold Bible during inauguration ceremonies. Presentation is made by Albert Warner (second from l), pres. of association, as Vice President Barkley (l) looks on.

PRESIDENT TRUMAN (l) receives the microphone on which he delivered his first address in the House after becoming President. Bill Henry, CBS news, makes the presentation at the Radio Correspondents Assn. dinner Feb. 5.

CITATION received by Lionel Barrymore of *Mayor of the Town* (MBS, Sunday, 7:30 p.m., EST) is admired by (l to r) Walter Lurie, MBS dir. of prog. development; Wilson Tuttle, Ruthrauff & Ryan v.p., and Phillips Carlin, Mutual v.p. in charge of programs. *Mayor of the Town* is sponsored by Mutual Benefit Health and Accident Assn. of Omaha and is handled by R&R, Chicago.

NEWLY elected Connecticut Governor Chester Bowles (seated) receives record of his victory speech given on WONS Hartford and Mutual upon learning of election Nov. 3. Making presentation is Robert L. Kennett, WONS manager.

FIRST group membership ever purchased in Tulsa C of C went to Leon McAuliffe (r) and his band. He is congratulated by William Way (l), KVOO Tulsa gen. mgr., and Johnny Ryan, KVOO anncr. Mr. Way recently was elected C. of C. president.

FORMER Los Angeles Rams star, Kenny Washington (seated), initiates *Kenny Washington Show* on KMPC Hollywood with (l to r) Frank Mullen, president; G. A. Richards, chairman of board, and Robert Reynolds, KMPC gen. mgr.

AMATEUR magician Fred Gurdner (l), head of Fred Gardner Co., New York agency, performs for Joe Bolton, star of *Pix Open House*, during telecast of WPIX (TV) New York.

BIRTHDAY party for Pamela Stark, daughter of Wilbur Stark, Wilbur Stark-Jerry Layton Inc., was attended by (l to r) Kathleen Rice (MBS exec. prod. Herb Rice), Susan Caruso (WOR-Mutual anncr. Carl Caruso), Sandy Stark (Dick Stark, The Katz Agency), Hostess Pamela, Annette Caruso (Carl Caruso), Priscilla Mark (Carl Mark, WTTM Trenton) and Sherry Rice (Herb Rice).

Soft Life

This is one stray alley cat that knows a good thing when he sees it. Adopted by a kindly lady, he now gets his meals served in style, on a special table all his own. And he likes this much better than the rough, tough scramble for food in the alley.

There's a way for time-buyers to have a soft life, too, as far as the rich Baltimore market is concerned. No need to beat your brains out about the best radio buy down here—it's W-I-T-H, the BIG independent with the BIG audience. It's as simple as that!

W-I-T-H delivers more listeners-per-dollar than any station in town. It covers 92.3% of all the radio homes in the Baltimore area. No wonder more and more smart time-buyers are putting W-I-T-H at the top of their schedules! Get all the facts from your Headley-Reed man today.

W·I·T·H
AM Baltimore Maryland FM
Tom Tinsley, *President* • *Represented by* Headley-Reed

TV SPOTS

To Outstrip AM, FM, Flanagan Says

TELEVISION will have a larger share of spot advertising than standard broadcasting has had, T. F. Flanagan, managing director of the National Assn. of Radio Station Representatives, told members of the Chicago Radio Management Club Wednesday.

Predicting that it "will be 10 years before TV gets operating," Mr. Flanagan denied that "television will eliminate AM." He estimates that 20 years from now there will be annual advertising expenditures of between 6 and 7 billion dollars, with "a bigger advertising job done at lower cost, and all media working overtime. Both AM and TV will be very, very powerful."

Mr. Flanagan, who retired from the presidency of Penn Tobacco Co. two years ago and was "drafted" to serve in his present capacity for the NARSR, said because "production is now in excess of deliveries, (1) advertising should be entrusted with larger percentages of the marketing budget, and (2) there are no limits to size and stability of markets that can be created through brilliant advertising." Defining spot advertising as "any use of radio stations by a national advertiser on a selective market basis," Mr. Flanagan termed the ever-waging battle between spot and network as "encouraging and necessary."

He suggested that agencies and advertisers promote travel fellowships, with key men touring the country to learn characteristics of each section. He also suggested that they become more aware of the power required to back a campaign. "Many campaigns have bogged down because of an appropriation spread too thin. However, before you can apply power you have to find the formula of product, medium, territory and time of day and commercial," he asserted.

William McGuineas, club president and commercial manager of WGN, introduced the speaker and guests at the speaker's table: John Pearson, George Hollingbery and John Blair, each head of his own representative firm; Chester Ragland of Van Auken, Ragland & Stevens agency, and Edward E. Voynow, vice president of Edward Petry & Co.

Hugh Feltis, president of the Broadcast Measurement Bureau, will address the group Feb. 23 on details of BMB's plans for its spring survey.

DR. PITT FORECASTS

Dollar Future of Video

DR. COURTNAY PITT, vice president in charge of finance of the Philco Corporation, Philadelphia, told 125 bankers from New York, Pennsylvania and Ohio at the consumer credit bank conference at the Warwick Hotel that by 1950 production of television receivers should increase to over 3,000,000 a year. He said over 2,000,000 receivers will be manufactured this year at a value approximating $600,000,000.

"By the end of next year," Dr. Pitt stated, "there will be over 6,000,000 television sets in daily use in American homes. No other industry in the history of America has ever grown with this amazing speed."

Dr. Pitt estimated the television industry will expend $5,000,000,000 in the next four years in building and equipping stations and producing receivers.

He said that about 60,000,000 people now were within reach of television service and that "there is an immediate potential market for about 14,000,000 receivers in addition to the 1,200,000 already in use. By the beginning of 1950, we believe there will be about 115 television stations in operation serving 80,000,000 people, or over half of the nation's population."

Dr. Pitt, pointing out the tremendous increase of advertising interest in television, estimated that television advertising expenditures this year will triple the $10,000,000 spent in 1948 on television time and program talent by advertisers.

WLS 'BARN DANCE'

To Debut on ABC-TV

NATIONAL Barn Dance, will debut on the eastern and midwestern ABC television network beginning Monday, Feb. 21, 8:30-9 p.m. The radio program, which has originated from WLS Chicago since 1924, has played before studio audiences numbering more than 1,800,000 persons since its inception.

The video version will present the same personalities and humor featured on the weekly Saturday *Barn Dance* (10-10:30 p.m.) and will be produced and directed by Jack Gibney.

The program, with few exceptions since its inception, has run from 7:30 p.m. to midnight (CST) over WLS. Over the years half-hour segments have been sold for either local or network sponsorship. WLS is feeding a half hour segment to ABC, sponsored by Phillips Petrolium, which has long sponsored one of the periods locally.

DuMont Leases Adelphi

DUMONT Television Network has leased New York's Adelphi Theatre from Shubert Theatre Corp. for the production of video programs. Four TV shows, *Original Amateur Hour, School House, Charade Quiz* and *DuMont's Window on the World*, are currently originated from the Adelphi, which seats an audience of about 1500. DuMont engineers have enlarged the stage to accommodate three cameras.

PHILIP G. LASKY, general manager of KSFO-KPIX (TV) San Francisco, cuts cake at a surprise party given in station's studio offices for Keith Kerby, program director. Occasion was Mr. Kerby's 12th anniversary with station. Others in front row of picture have also served 12 years or more with station and were honored guests at party. L to r, front row: Mr. Lasky, Mr. Kerby, Blenda Newlin, sales department supervisor; Al Towne, director of engineering; and Merrill deWitt, audio supervisor.

VIDEO RELAY

L. A. to S. F. Link Proposed

MICROWAVE radio relay link for network television between Los Angeles and San Francisco is proposed by The Pacific Telephone and Telegraph Co. in applications filed last week with FCC.

To be completed in about one year at a cost of $2,500,000, the radio relay initially will provide two television paths from Los Angeles to San Francisco. Additional television and telephone facilities would be provided later, the applications indicated. The system eventually would be part of the east-west network of coaxial and relay systems, it is estimated.

The telephone firm stated that there is an increasing activity of television broadcasters on the Pacific Coast and expressions by them indicated that the facilities now proposed will be required for service as soon as they can be made available. There presently are six stations operating in Los Angeles —KFI-TV, KLAC-TV, KTSL (W6XAO), KTLA, KTTV and KNBH—and one outlet operating in San Francisco—KPIX. KECA-TV is under construction in Los Angeles and KGO-TV and KRON-TV are under construction in San Francisco.

Pacific Telephone and Telegraph, owned 87.93% by AT&T, asked the Commission for construction permits for seven relay stations between those two cities. It indicated that in addition to terminal equipment at Los Angeles and San Francisco the system may require about eight or nine intermediate relay points. The applications specified relays at Mt. Diablo, Mt. Oso, Panoche Mt., Joaquin Ridge, Pyramid Hills, Temblor Range and Grapevine Peak.

Firm stated that while the links in microwave relay systems heretofore have usually not exceeded about 35 miles, path loss tests over the route proposed indicate that generally satisfactory video transmission could be expected over the longer links specified. It was stated that additional links may prove necessary with actual operating experience.

The relays would function within 3700-4200 mc inclusive, according to the applications, employing bands of frequencies each 20 mc wide within this range. Emission specified is special for FM (telegraph, telephone, facsimile and television) with maximum carrier power of 1 w. Shielded lens-type directive antennas would be employed, mounted on the relay unit buildings about 30 ft. above ground. No towers would be used. Each relay would be unattended except for maintenance. Certain of the relay points would be as high as 3600 ft. above sea level.

Each of the relay installations would cost about $291,000, the telephone company estimated. This is broken down: Two transmitters, $94,800; two receivers, $52,700; two antennas, $23,500; power equipment, $74,000, and land, building and road, $46,000.

Fairbanks Signs O'Neil

FIRST long-term exclusive contract for television, live and film, motion pictures, radio, stage and recordings has been signed between Danny O'Neil and Jerry Fairbanks. Singer is to be starred in a forthcoming series of television films.

TAKE A CHANCE

FUN PARADE

TREASURE TRAIL

Musical Mysteries

A Quiz-a-Day

pulls listeners on CFRB!

YES! For listeners who like quiz shows (and that's plenty!) CFRB has a different quiz program every day in the week!

Shows with prizes lure listeners—it's been proven again and again. That's why CFRB was in there quizzing when this kind of program first found favour. And we're still at it—because a payoff for audiences is a payoff for your advertisers!

Whatever kind of program the people want to hear—they hear it on CFRB. Yes, Mr. Advertiser, *balanced* programming is your best assurance that more of Ontario will be listening to your message—on CFRB!

CFRB *Ontario's favourite radio station*

REPRESENTATIVES

United States: Adam J. Young Jr. Inc.

Canada: All-Canada Radio Facilities Limited

Share the wealth

DID I SAY THAT?

DOUBLE OR NOTHING

HOOPER-PROVED:
KXYZ Gives You More for Your Air-Dollar!

SPECIAL HOOPER RADIO STUDY, NOV. 29-DEC. 10, 1948, MON. THRU FRI., 7:00-8:00 A.M.

STATION	SHARE OF AUDIENCE
KXYZ	29.2
"A"	23.1
"B"	16.9
"C"	12.3
All others	18.5

HOOPER STATION LISTENING INDEX, NOVEMBER-DECEMBER, 1948, WEEKDAY MORNING, MON. THRU FRI., 8:00 A.M.-12:00 NOON

STATION	SHARE OF AUDIENCE
KXYZ	29.5
"A"	18.0
"B"	15.3
"C"	13.4
All Others	23.8

Need we say more? Here is concrete, convincing evidence that KXYZ (with among the lowest rates available) has the largest share of audience during these time periods . . . that KXYZ gives you more for your Air-Dollar . . . KXYZ is HOUSTON'S BEST AIR-BUY!

KXYZ-ABC
A Great Team

MORE FOR YOUR AIR-DOLLAR WITH
HOUSTON'S
KXYZ
5000 Watts 1320 Kc
American Broadcasting Company Affiliate
A GLENN McCARTHY ENTERPRISE

REPRESENTED BY FREE & PETERS

AD MEN TV VIEWS
Medium Sized Up In Hollywood

UNTIL television can build a setting to replace the illusion set that any radio listener may construct in his own mind of Jack Benny's vault or his Maxwell, radio need not write its epitaph. This was the view expressed by Neil Reagan, Hollywood manager of McCann-Erickson, in an address before the Hollywood Ad Club last week.

Mr. Reagan was a member of a panel comprising agency men: Walter Bunker, Young & Rubicam Hollywood vice president; Earl Ebi, television director of J. Walter Thompson, Hollywood; Leonard Erikson, vice president in charge of radio and television, Kenyon & Eckhardt; Frank Rhylick, television director of Ross, Gardner & White, Los Angeles.

"Don't be panicked by figures," Mr. Reagan said. The time when TV will deserve the serious consideration of advertisers is still four or five years off, he added.

Mr. Erikson said he felt that it is important to obtain TV time periods now. "To those of us who learn how to use it, television represents a greater opportunity than many of us have had before," he concluded.

TV will attract advertisers never in radio, Mr. Rhylick emphasized. He showed how limited use of the medium was already paying for some retailers' efforts. But he cautioned that it won't work every time.

Mr. Bunker pointed out that Y & R is more than conscious of the place of television in the present marketing scene and that this was reflected by the extensive TV billing at firm's New York office. As for the Coast, he said regional efforts might be undertaken there.

Mr. Ebi said J. Walter Thompson aimed to be active on the Coast on behalf of its regional clients and that business would be placed on Los Angeles and San Francisco stations.

MULTISCOPE
UP to Distribute Units

UNITED PRESS will distribute WBKB Chicago's Multiscope to TV stations on a national scale through the press association sales organization, John Balaban, director of the Balaban & Katz video station, announced in Chicago Thursday [CLOSED CIRCUIT, Feb. 7].

Mr. Balaban also announced that manufacture, selling and lease of the Multiscope will be handled by Sterling Television Inc., B & K subsidiary. Acme Telectronix Division of the NEA Service in Cleveland will manufacture the device, a machine that gives automatically and continuously the correct time, temperature and weather forecast and UP world-wide news via ticker tape.

Devised by John H. Mitchell, general manager of WBKB, and Sterling Quinlan, promotion manager, the Multiscope is projected onto the viewing screen with weather and temperature in the upper corners, the moving ticker tape at the bottom and a standing slide in the center with the advertiser's name. Philco Corp. sponsors the Multiscope 21 hours weekly on WBKB, Mr. Balaban said.

Mr. Balaban, reporting that industry interest has been "unexpectedly" high, said 35 stations and several engineering and video consulting firms have asked to buy the machines. The leasing method is cheaper, however, he explained.

CROSLEY VIDEO
To Carry DuMont Programs

WLWT (TV) Cincinnati plans to carry a substantial schedule of DuMont Television Network programs starting within the next month, R. E. Dunville, vice president and general manager of the Crosley Broadcasting Corp., announced last Thursday. Initial programs will be by kinescope, with some to be taken on a live basis when coaxial cable facilities become available late this year.

The DuMont programs also will be seen on Crosley TV stations WLWC Columbus and WLWD Dayton when those outlets begin operation in mid-March. The arrangement with DuMont will not affect Crosley's affiliation with the NBC television network which also will serve the three stations, Mr. Dunville said. Marshall Terry, Crosley vice president in charge of television, is to be in New York this week to work out details on specific programs with DuMont.

RCA TV Demonstrator

UNVEILING of RCA's new "television dynamic demonstrator" was held last Wednesday at New York's RCA Exhibition Hall. The demonstrator, a complete 30-tube television receiver in operation, is spread out on a giant "blue print" panel, and is used for simulating various troubles that arise in video set operations. The "trouble shooter" demonstrator which shows the paths taken by both sound and picture signals, will be used in a series of television clinics on practical video service problems to be held for servicemen throughout the country by the RCA tube department under sponsorship of local RCA tube, parts and test equipment distributors.

COURTLAND D. FERGUSON, president of Courtland D. Ferguson Inc., Washington, received *Teleguide* magazine's award for creation of Washington's favorite television commercial, Briggs' Pigs, for Briggs' Meat Products, Washington.

STUDIOS:
HOLLYWOOD'S
RADIO CITY,
SUNSET and VINE

TRANSMITTER: MT. WILSON, ALTITUDE 5,780 FEET

TELEVISION CENTER OF THE WEST

KNBH
HOLLYWOOD
Channel 4

NBC Television

THE NATIONAL BROADCASTING COMPANY
A SERVICE OF RADIO CORPORATION OF AMERICA

In TV, as in AM, Hollywood's Radio City is now the most important address on the West Coast.

Here, only a few weeks ago, NBC's own station, KNBH, began operations. Already it has won a commanding position in America's third-largest television area, its third-largest market area.

Reason? The same high standards of program and technical quality which NBC Television pioneered in the East.

We have some excellent program packages attractively priced. Your NBC sales representative will be glad to tell you more about them.

Introducing A NEW TEAM

Combining Research—Development—Manufacturing Skill

Here's great news for Broadcasters. Machlett Laboratories and Graybar Electric Company have joined forces in a new distribution line-up to bring you more efficient and complete service on electron tubes.

For over 50 years, Machlett has pioneered and made notable contributions to the development of the electron tube art. Today, through its modern plant, development laboratories and skilled personnel, Machlett tubes will set the highest standard of performance in broadcast service.

This combination of Machlett and Graybar is your best assurance of getting superior tubes. For better value—better service—try Machlett tubes now distributed via Graybar.

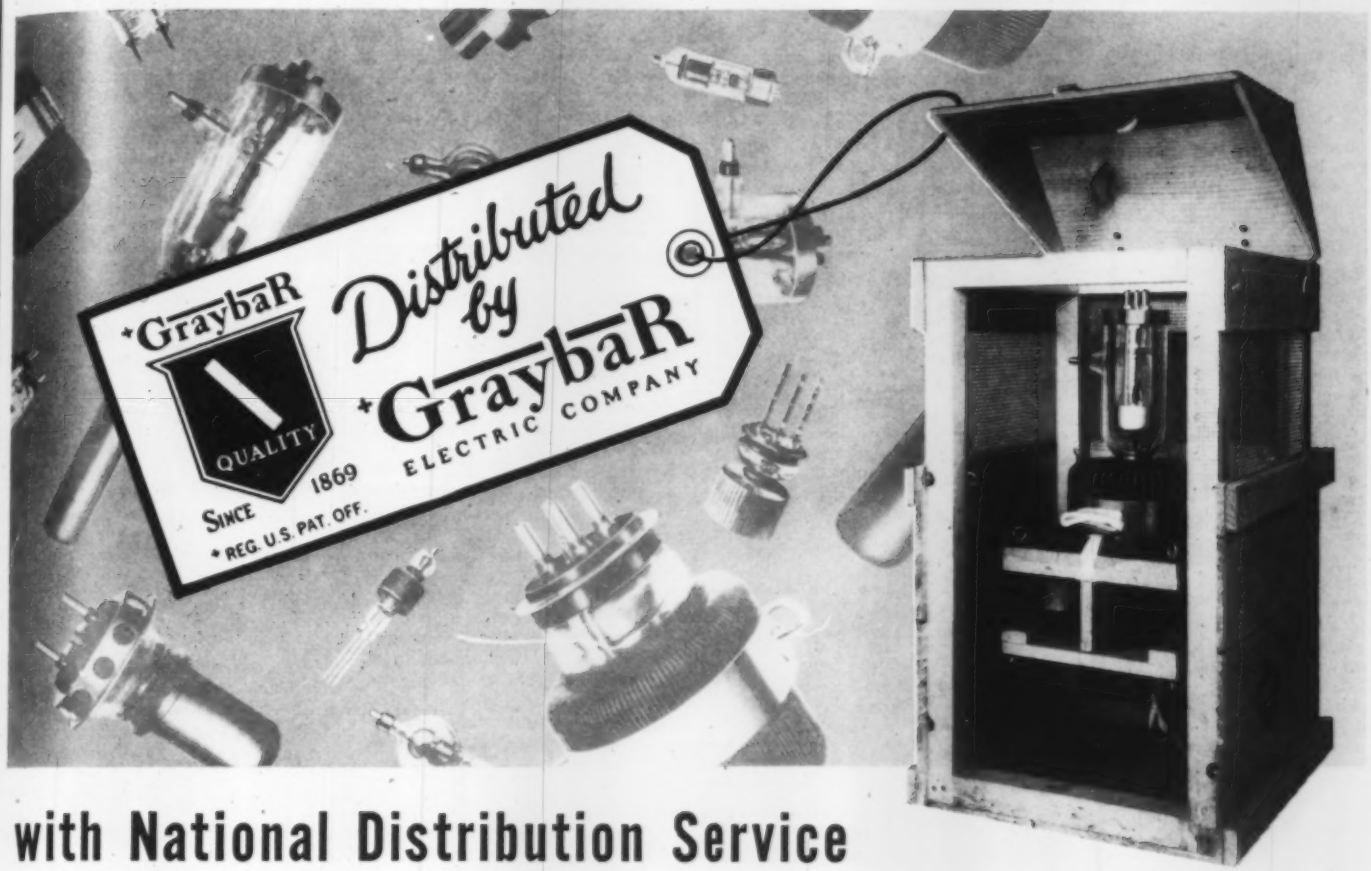
TO SEE THE FULL LINE OF MACHLETT TUBES, VISIT THE GRAYBAR BOOTH, NO. 96-97, AT THE IRE SHOW, MARCH 7-10.

MACHLETT — OVER 50 YEARS OF ELECTRON TUBE EXPERIENCE

Famous as the outstanding manufacturer of X-ray tubes, the name, Machlett, on electron tubes has been the mark of quality, top performance and long life for more than 50 years. Experience, skill and a "singleness of purpose" to produce the best in electron tubes have made Machlett first choice around the world.

MACHLETT LABORATORIES, INC., Springdale, Connecticut

TO SERVE BROADCASTERS . . .



with National Distribution Service

In keeping with its policy of "Bringing You Broadcasting's Best Equipment," Graybar is proud to assign its Tag—the Symbol of Distribution—to the Machlett line of electron tubes.

This new connection will bring you dual benefits: (1) products from an outstanding manufacturer of electron tubes, (2) distribution service from an organization offering specialized assistance in choosing the best type of product for your requirements.

Machlett tubes can now be quickly and conveniently ordered through near-by Graybar "Supply Stations" located in over 100 principal cities from coast-to-coast. When you order Machlett tubes "via Graybar," you'll have the right combination for extra service and performance.

Call your local Graybar Broadcast Equipment Representative.

Graybar Electric Company, Inc., Executive Offices:
Graybar Building, New York 17, N. Y.

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

via GraybaR

These are the Graybar Broadcast Equipment Specialists in key cities:

ATLANTA
E. W. Stone, Cypress 1751

BOSTON
J. P. Lynch, Kenmore 6-4567

CHICAGO
E. H. Taylor, Canal 4104

CINCINNATI
J. R. Thompson, Main 0600

CLEVELAND
W. E. Rockwell, Cherry 1360

DALLAS
C. C. Ross, Central 6454

DETROIT
P. L. Gundy, Temple 1-5500

JACKSONVILLE
W. C. Winfree, Jacksonville 5-7180

KANSAS CITY, MO.
R. B. Uhrig, Grand 0224

LOS ANGELES
R. B. Thompson, Trinity 3321

MINNEAPOLIS
W. G. Pree, Geneva 1621

NEW YORK
F. C. Sweeney, Watkins 4-3000

PHILADELPHIA
G. I. Jones, Walnut 2-5405

PITTSBURGH
R. F. Grossett, Court 4000

RICHMOND
E. C. Toms, Richmond 2-2833

SAN FRANCISCO
K. G. Morrison, Market 5131

SEATTLE
D. I. Craig, Main 4635

ST. LOUIS
J. P. Lenkerd, Newstead 4700

Telestatus

Liability for Film Rights

(Report 46)

By GEORGE J. BONWICK

UNTIL such time as all the problems connected with the showing of a film over a television station have been submitted to court review and decisions have been rendered, we will all continue to lay ourselves open to liability for untold millions of dollars of possible damages.

In the meantime, what can we do to limit our liability until test cases have been decided upon? Here are some suggestions and possible solutions.

Sometimes it is better to remain silent and appear a fool than to speak and remove all doubt about it. This may turn out to be one of those occasions, but since I believe a lot of us are living in a fool's paradise in connection with the matter of liability attached to the showing of a motion picture over television stations, I may have plenty of company—judge this for yourselves as I attempt to show that this empyrean of imagined freedom from liability in which sponsors, television stations and film distributors alike are currently basking may very well contain all the elements of bankruptcy for all concerned, and the means of making television anathema to advertising sponsors of television film programs.

The Concerned Parties

Who, in the final analysis, is actually holding the bag for the untold millions of dollars of possible damages which are piling up day by day as television stations continue to show films?

The 644 sponsors of television programs

The 53 television stations operating

The 192 advertising agencies with television departments

The 76 film distributors

The 123 film producers

A total of 1,088 potential suckers. Boy! what a bonanza it's going to be for the lawyers!

This multi-million dollar "who" applies mostly to the users of ancient vintage films which comprise about 90% or more of the films now being shown over television stations because these ancient films in most instances cannot be completely or even partially cleared as to music and performing rights—the composers, authors and copyright proprietors probably died of old age long before television was even thought of. Users of the so-called new television films (5 to 10 years old) for which adequate music and performing right clearances can be obtained are not yet sacrosanct from this "who" and will not be until the courts decide whether or not even the silent motion picture image of an actor or other individual may be shown over a television station.

The following letter was received from Myron Sulzberger Jr., Sulzberger & Sulzberger, counselors at law, 61 Broadway, New York by the American Broadcasting Co.

Dec. 29, 1948

Gentlemen:

Our client, Miss Luba Malina, informs us that you are exhibiting motion picture films of her over television and that the same are being exhibited without her consent or permission.

Miss Malina objects to such exhibition and informs us that the same are damaging her professionally and hereby demands that you cease exhibiting any such films hereafter.

Myron Sulzberger Jr.

Let's take a film and follow the steps necessary to get it shown by a television station.

1. Distributor gets it from the producer by contract.
2. Distributor makes contract with television station.
3. Television station makes contract with sponsor (if it can find one) or
4. Television station makes contract with advertising agency which has been able to find a sponsor which in turn makes contract with sponsor.

Now let's try to find this multi-million dollar "who" that I've been talking about.

Here we have a contract between Pictorial Films and one Milton Schwartzwald, which contract covers the purchase by Pictorial of all rights to a series of 23 one-reel musical shorts produced by Schwartzwald. Listen to part of what is written:

1. The seller hereby sells, assigns, transfers and sets over into Pictorial, in perpetuity, the sole, exclusive and complete right and title, free and clear of any liens or encumbrances of whatsoever kind or nature, to exhibit, distribute and otherwise exploit the pictures listed in Schedule "A" annexed hereto, throughout the world.
2. The sale hereunder to Pictorial includes, without being limited thereto, the right to distribute, exhibit and otherwise exploit the pictures in any and all gauges and by any other means now known or hereafter to become known, including television . . .
3. The seller represents and warrants that he has acquired from the copyright proprietors of the literary or dramatic material upon which the pictures are based and the musical works synchronized therewith, the right to grant to Pictorial the rights which are the subject matter of this agreement. The seller further represents and warrants that none of the pictures, or any part thereof, violate or infringe any patent, trade mark, trade name, copyright or the right of privacy, of any individual, firm, corporation or association whatsoever.

Note that it says the sole, exclusive, etc., not, as many contracts state—all of the producers (his) right, title, etc.

Looks as if we have pretty good title to those 23 one reelers, doesn't it, and that we're okay on freedom from damages.

Now let's see what is written in a contract between Pictorial and American Broadcasting Co. covering the televising of one of these 23 one-reel musicals entitled *Samovar Serenade*.

"We warrant that we have the right to grant the lease and license for broadcasting the print by television and that such broadcasting will not violate rights of others, and we agree to indemnify and hold you, your officers, directors, agents, stockholders, employes, the owners and operators of your affiliated stations and stations which you authorize to broadcast the print, sponsors of the programs and their agents and your and their successors, harmless from and against all damage claims, liability, costs and expense, including attorneys' fees, arising out of the broadcasting of the print by television.

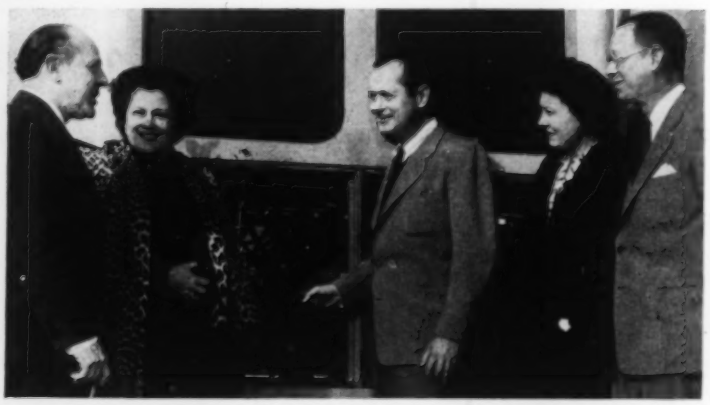
"With reference to the performing rights in the music in the print, we represent and warrant that this lease carries with it such performing rights and that you are authorized to broadcast that music by television, and we hereby agree to indemnify and hold harmless you, your officers, directors, agents, stockholders, employes, the owners and operators of your affiliated stations and stations which you authorize to broadcast the print, sponsors of the program and their agents and your and their successors, harmless from and against all damage claims, liability, costs and expenses, including attorneys' fees, arising out of the performance of such music in the print by you or your affiliated stations, or stations which you authorize to broadcast the print by television."

Looks as if the American Broadcasting Co. has nothing to worry about too. Doesn't it?

Now let's go back to the letter Miss Luba Malina sent to the

(Continued on page 79)

THE article here printed is the text of a speech given by George J. Bonwick, president of Pictorial Films Inc., at the American Television Society film forum held Feb. 1 at the Museum of Modern Art, New York. Pictorial Films is a distributor of 16mm films and a subsidiary of Pathe Industries Inc., both New York.



WEST greets East as Lewis Allen Weiss (l), chairman of the board of Mutual and president of Don Lee network, shows new television truck of KTSL (TV) (Don Lee) Hollywood to Jack Straus (r), president of Macy's, New York City. Other interested spectators are (l to r) Mrs. Straus, Robert Montgomery and Mrs. Weiss. Macy's is affiliated in ownership with Bamberger Broadcasting Service—WOR New York and WOIC (TV) Washington.

Reports on Receivers

TV SET FIGURES reported to BROADCASTING during the past week:

Washington (metropolitan area) —34,200 as of Feb. 1, reported by Washington Television Circulation Committee.

Louisville, Ky. — 3,878 (2,585 homes, 1,293 public places), reported by WAVE-TV Louisville.

Cleveland—24,710 (21,656 homes, 3,054 public places), reported by Bureau of Business Research, Western Reserve U.

Milwaukee — 16,236 (90% in homes) as of Feb. 1, reported by WTMJ-TV Milwaukee.

St. Louis—20,000 (17,000 in homes, 3,000 in public places) as of Feb. 1, reported by Union Electric Co. of St. Louis.

Chicago (50-mile radius — 89,156 as of Feb. 1, reported by Chicago Electric Assn.

FEBRUARY 23 IS T-DAY

for Dayton, Ohio and WHIO-TV CHANNEL 13

Dayton's First Television Station Goes on the Air

• Equipment tests . . . program demonstrations . . . all preliminaries are nearly complete now. WHIO-TV begins its regular commercial schedule February 23, 1949. Ask a Katz Agency representative about availabilities.

WHIO TV
DAYTON, OHIO
AM • FM • TV

Represented Nationally by
The Katz Agency, Inc.

EVERITT TO SPEAK

At NAB Engineering Meet

DR. WILLIAM LITTELL EVERITT, U. of Illinois electrical engineering department head, will be principal speaker at the NAB Engineering Conference to be held April 6-9 at the Stevens Hotel, Chicago, during NAB convention week. Dr. Everitt is a past president of the Institute of Radio Engineers and conducted the famed broadcast engineering conferences held annually before the war at Ohio State U.

NAB President Justin Miller will formally open the conference at the April 7 luncheon. Registration for the three-day meeting will start Wednesday, April 6. There will be a radio factory tour followed by an evening reception Wednesday. Technical papers will be presented by outstanding engineers Thursday and Friday. A half-day schedule is planned Saturday. About half the technical papers will be devoted to television.

Magnetic recording, the NAB recording and reproducing standards, problems of AM and FM radio and other topics will be discussed, according to Royal V. Howard, NAB director of engineering.

In connection with the conference NAB will stage its largest exhibition of radio and television equipment and services in NAB convention history.

NETWORK BOXSCORE

Number of commercials on the four nationwide networks, Dec. 31 280
Number of network commercials starting during January 16
Number of network commercials ending during January 6
Number of commercials on the four nationwide networks, Jan. 31 290

January Additions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Chesebrough Mfg. Co.	Little Herman	ABC	Sat. 9-9:30 p.m.	McCann-Erickson Inc.
Pepsi-Cola Co.	Counter-Spy	ABC	Tues. & Thurs. 7:30-8 p.m.	Biow Co. Inc.
General Electric Co.	House Party	ABC	Mon.-Fri. 3:30-4 p.m.	Young & Rubicam Inc.
Kaiser-Frazer Sales Corp.	Walter Winchell	ABC	Sun. 9-9:15 p.m.	Wm. H. Weintraub & Co. Inc.
Dr. Posner's Scientific Shoes for Children	Big 'n' Little Club	ABC	Sat. 10:30-11 a.m.	Hirshon-Garfield
P. J. Ritter Co.	Betty Clark Sings	ABC	Sun. 3:15-3:30 p.m.	The Clements Co. Inc.
Wm. H. Wise Co. Inc.	Get More Out of Life	ABC	Mon.-Fri. 11-11:15 a.m.	Thwing & Altman Inc.
Liggett & Myers	Tales of Fatima	CBS	Sat. 9:30-10 p.m.	Newell-Emmett Co. Inc.
General Foods	Gang Busters	CBS	Sat. 9-9:30 p.m.	Young & Rubicam Inc.
Seeman Bros.	Allan Jackson and the News	CBS	Sat. 11-11:05 a.m.	Wm. H. Weintraub Inc.
Mars Inc.	Dr. I.Q. Jr.	NBC	Sat. 5:30-6 p.m.	Grant Advertising Inc.
Lewis Howe Co.	Allan Young Show	NBC	Tues. 8:30-9 p.m.	Dancer-Fitzgerald Sample Inc.
Miami Margerine	Queen for a Day	MBS	Tues.-Thrus. 2-2:30 p.m.	Ralph Jones Co.
Ronson Art Metal Works Inc.	Johnny Desmond Show	MBS	Sat. 7:55-8 p.m.	Cecil & Presbrey
Ace Markets Inc.	Songs by Great Singers	MBS	Sun. 1:45-2 p.m.	Al Klinger Assoc.

January Deletions

Seeman Bros. Inc.	Tomorrow's Headlines	ABC	Sat. 11:30-11:45 a.m.	Wm. H. Weintraub & Co. Inc.
Curtis Candy Co.	Warren Sweeney and the News	CBS	Sat. 11-11:05 a.m.	C. L. Miller Co.
Toni Co.	This is Nora Drake	NBC	Mon.-Fri. 11-11:15 a.m.	Foote, Cone & Belding
Lewis Howe Co.	Date With Judy	NBC	Tues. 8:30-9 p.m.	Roche, Williams & Cleary Inc.
Kaiser-Frazer Sales Corp.	Meet the Boss	MBS	Sat. 9:30-10 p.m.	Wm. H. Weintraub & Co. Inc.

January One-Timers

Gillette Safety Razor Co.	Sugar Bowl Football Game	ABC	Sat. Jan. 1, 2:30 p.m. to conclusion	Maxon Agency
R. J. Reynolds Tobacco Co.	Cotton Bowl Football Game	MBS	Sat. Jan. 1, 2 p.m. to conclusion	Wm. Esty Co.

OTIS A. KENYON

K&E Board Chairman Dies

OTIS ALLEN KENYON, 69, chairman of the board of Kenyon & Eckhardt, New York, died Feb. 3 in Nassau of a cerebral hemorrhage. He was in the Bahamas on a vacation.

Mr. Kenyon

Mr. Kenyon began his business career in 1904 as a member of the railroad test commission of the St. Louis World's Fair. In 1913 he was named chief engineer of the Arc Welding Machine Co. Five years later he became associated with Ray D. Lillibridge, Co. technical advertising. His own firm, Kenyon & Eckhardt, was formed in 1929. At first he was director, and in August 1942 became board chairman.

He was also chairman of the board of the Kenyon Technical Research Corp. He translated various foreign technical works including "Stray Currents From Electric Railways."

Mr. Kenyon was editor and co-author of *Standard Handbook for Electrical Engineers*. During the first world war he invented the welding system used for making Liberty engine cylinders and subsequently became a member of the welding committee of the War Shipping Board. Another one of his inventions was that used for welding the steel lining of the Catskill aqueduct. He held some 40 welding patents.

He was a member of The American Institute of Electrical Engineers, The Society of Automotive Engineers, The American Assn. for the Advancement of Science and The American Museum of Natural History. He also belonged to Sigma Chi fraternity, the Cornell, Lotos, Greenwich Country and Indian Harbor yacht clubs and the Greenwich Riding Assn.

Surviving are his wife Florence Batholmew Kenyon, and a son Donald B., and daughters, Ingrid Kenyon and Mrs. Glenn Wiggins.

NINE DROPPED

Four AM, Five FM Deleted

FOUR AM and five FM stations were deleted last week by FCC. Included was license for WKOB North Adams, Mass., assigned 250 w day on 860 kc, which ceased operations Jan. 22 and voluntarily turned in its authorization [BROADCASTING, Feb. 7]. No reason was given but it was believed economic factors were responsible. Licensee was Citizens Broadcasting Co.

The other three AM stations cancelled—all for want of prosecution on the part of the construction permittees—were KYSC Yuma, Ariz.; WLBW Lynchburg, Va., and KVNC Carson City, Nev. Withdrawals for 1949 in AM field now total one licensed station and four outlets holding CPs.

The FM deletions included one licensed station, WWDX Paterson, N. J., and four holding CPs: KSRO-FM Santa Rosa, Calif.; WITE Bridgeport, Conn.; KGKL-FM San Angelo, Tex., and KOKH Oklahoma City (educational). FM withdrawals this year now total two licensed stations, one holding conditional grant, one educational CP and 16 commercial CPs.

KYSC, owned by Yumesa Broadcasting Co., was assigned 1 kw fulltime on 1190 kc, directional. It was deleted effective Feb. 4, FCC said, for want of prosecution. Its original CP had expired Nov. 4, 1948.

WLBW, owned by Hill City Broadcasting Co., was assigned 250 w fulltime on 1230 kc and its permit expired Nov. 25, 1948. An application for extension of completion date was dismissed Feb. 3 at the applicant's request, the Commission said, and the station was deleted effective that date for want of prosecution.

KVNC was owned by Ralph Morgali trading as The Voice of Nevada's Capital. Station was assigned 250 w fulltime on 1450 kc. KVNC was scheduled to be completed July 17, 1948, and an application for extension of completion date to Jan. 17 was pending. FCC explained that it had received no answer to an inquiry made of the station last July and since even the completion date specified in the extension request had passed the CP was considered forfeited.

The license for WWDX (FM) was turned in by the Passaic, N. J., *Daily News* as fulfillment of condition to grant of purchase by the *Daily News* of WPAT (AM) and WNNJ (FM) Paterson [BROADCASTING, Dec. 20, 1948]. WWDX, a community outlet, ceased operations Jan. 9. WNNJ is a Class B outlet.

Ruth W. Finley, licensee of KSRO Santa Rosa, in turning in the KSRO-FM permit informed FCC she had decided not to go ahead with an FM investment at this time "upon careful review, with my financial advisors, of my financial situation as of the end of the year 1948."

The Bridgeport Herald Corp., upon dropping WITE (FM), stated that "developments in the radio and television industry since the application was filed and the construction permit issued, and changes in the local situation resulting from causes not under the control of the permittee, have contributed to the decision to surrender this construction permit."

KGKL-FM, owned by KGKL Inc. which also is an AM licensee, was dropped because of the isolated location of the proposed transmitter site. Firm said transmission wires and electric power are unavailable at this site and will be for another 12 months.

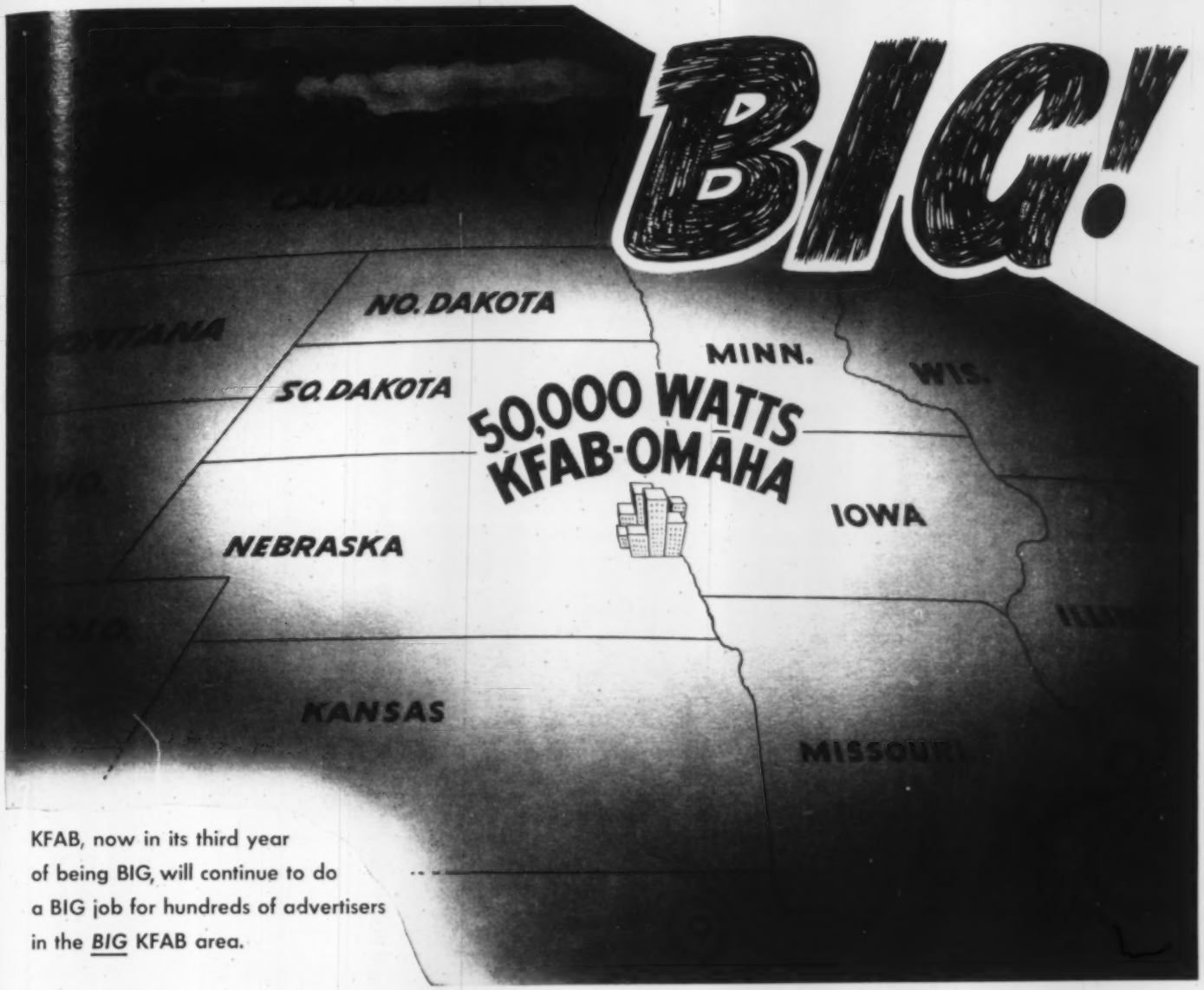
KOKH, authorized to the Board of Education of the City of Oklahoma, was given up because funds had to be diverted to other uses. The board told FCC that enrollment has increased and money has gone toward building new elementary schools.

Canada Radio Week

CANADIAN COMMUNITY Radio Week is to be observed from May 8-14, according to an announcement of the Canadian Assn. of Broadcasters. No details have been announced yet as to special national, regional or community programs or publicity.

WCCO D. C. Dinner

STATION officials of WCCO Minneapolis-St. Paul and WTOP Washington, CBS outlet, attended a dinner last Monday in Washington in honor of the Minnesota Capitol delegation comprising two Senators and nine Congressmen. Reception is held annually by WCCO, which covers Capitol Hill activities of the state's representatives on special transcribed broadcasts. Among those present were Merle Jones, WCCO general manager; Gene Wilkey, assistant general manager; Larry Haeg, farm service director; Earl Gammons, CBS vice president in charge of Washington offices, and Eric Sevareid and Bob Lewis, WTOP-CBS correspondents.



KFAB, now in its third year of being BIG, will continue to do a BIG job for hundreds of advertisers in the *BIG* KFAB area.

50,000 WATTS

KFAB

Your Columbia Station

OMAHA, NEBRASKA

Represented by FREE & PETERS, INC.

General Manager, HARRY BURKE

An open letter to Station Owners and Man

re: How to Run a Radio Stat

Right off the bat, let me freely admit that I've never run a station in my life, which clearly entitles me to tell *you* how to do it. Yes, like everyone else who's been in the advertising business for an awfully long time, I've developed some theories on radio station management that I've often wanted to expound to owners and managers. The fact of the matter is that over more years than I care to think about, I've spent millions of dollars for radio time and programs, plus a sizeable hunk of my life talking to station people and their reps. All of which, I hope, qualifies me for at least a hearing.

It strikes me that one of the most important, if not the BIGGEST, problem that confronts a station is the one of *programming*. I've always figured that this takes precedence over sales. It is no secret that today we're back to the old-time familiar radio groove of pre-war days—no one is begging you for a time slot; each one must be sold on its merits. The fact that a late afternoon or a late night-time period is available, does not bring buyers a-running. You've got to build a show and an audience for each of these strips FIRST, so you can have a *reason* for an advertiser to sponsor it.

In other words, my friend, to turn those empty unprofitable time slots into profitable sponsored periods—you've got to begin by wisely investing money before you can make money.

How to fill one of these segments is certainly the $64 question. Another detective or dramatic program? A big transcribed musical variety show? Fine, for a once-a-week thing. But an expensive procedure for an across-the-board strip. What's more, the best of these are now on the networks. Your listening audience knows where and when to tune in to get this radio fare. Yours has got to be awfully good to compete.

Another news slot? You're probably loaded with news as of now. And what's novel about more news? A disc jockey show? Okay, if it's really good and not just a continuation of the same personality already on your station two or three times a day. A hill-billy show? Ho-hum. A sports program? Excellent, if it's something like an on-the-spot broadcast of baseball, football, racing, or anything else big in the sports world—a rather rare commodity.

And that brings me right smack to a recommendation I am dying to make.

A year ago I started getting interested in recorded classical music programs when I noticed that there were six of these on the air every day in Chicago, and every one of them sponsored! I checked further and learned that hundreds of radio stations throughout the country feature a daily program of this type, that a majority were sponsored, and that a few stations in the East, notably WQXR New York City, have discovered that this field is so lucrative that they program classical music almost exclusively mornin noon, and night.

Further checking revealed that recent years classical music record sal have jumped 800%; that in 1947 fif percent more people attended classic music concerts than the combined a tendance to all big league baseb games (America's national pastim that 62.5% of all people like to listen good music, and that in the top soc

Managers

Station

and income groups, there is a decided preference for fine musical programs. What's more, I learned that the people who desire this music are devoted, enthusiastic listeners. They will choose it over top network shows, will make their wishes known by writing letters by the carload, will visit the sponsors' stores by the thousands to get copies of the weekly or monthly classical music program schedule, and will become regular loyal purchasers of the sponsors' product.

"Well, well," I said to myself, "Here is a sleeper. What would happen if I produced and syndicated *the best* ical music program in the busi- ? If I could get the top guy in music world to select the records deliver the commentary? If I d get the top musical artists to ar in guest interviews on this ? Seems to me that this would natural."

lany of you know the rest. I signed Deems Taylor, Dean of American ic, famous as a music critic and o music commentator, a gifted po- in his own right. His achievements are too numerous to mention here. Suffice to say that for years on end he's been the intermission commentator in the New York Philharmonic Society Broadcasts and he is now on the air coast-to-coast for Standard Oil.

The Deems Taylor Concert is built as a half-hour five-times-a-week show. Mr. Taylor brings you authority and skill in programming. He personally builds each concert from his own great library of record masterpieces. With his wit, charm, and civilized type of comment, he adds a new dimension to music, clothes it with fresh meaning and a deeper understanding.

The commentary is transcribed on bands, comes with complete scripts and cue sheets specifying announcers' leadins and music to be played. You supply the records. If your library doesn't have them, we make arrangements to secure the records for you at cost.

The biggest names in music appear in weekly guest interviews, people of the caliber of Gladys Swarthout, Lawrence Tibbett, Jan Peerce, Pierre Monteux, Leopold Stokowski, Fritz Reiner, etc.

The combination of all of this makes for a great show—the most distinguished program of its kind ever made available—fine music in its most exciting and palatable form.

Did my hunch that America would take this program to its bosom pan out? Well, since September 1, 1948, we have sold the show to WOR New York, WNAC and the complete Yankee Network, KQV Pittsburgh, KSD St. Louis, WCFL Chicago, CKLW Detroit, WPEN Philadelphia, WBEN Buffalo, WWDC Washington, D. C., WEMP Milwaukee, KOA Denver, WBNS Columbus, KIXL Dallas, WGST Atlanta, KOL Seattle, WITH Baltimore, KGB San Diego, and almost 100 others. Surprised?

It's being sponsored by banks, department stores, public utilities, loan companies, auto dealers, electric appliance dealers, jewelry stores, dairies, drug chains, food chains, national food advertisers, national medicinal advertisers—and even breweries, furniture stores, furriers, and credit clothiers.

It is becoming America's fastest selling transcribed show.

It is the answer to what to put in that empty, hard-to-sell time period. The kind of a program that will build and hold an elusive, difficult-to-please radio audience; an audience that is loyal, enthusiastic; an audience that will keep an advertiser aware that his radio show is working—because these people demonstrate their listenership by personal mention to the client, by writing letters, and by buying the sponsor's merchandise.

If the program is still available in your market, may I respectfully suggest that you investigate its possibilities for you. *It is one of the things you can do to run a better radio station.* It will add prestige and class to your program structure. It will develop a healthy responsive listening audience. It will get you a long-term sponsor. And it is moderately priced, within your immediate means. The weekly price* of the Deems Taylor Concert for five half hours is your one-time daytime national half-hour rate. Additional information and free audition platter available on request.

Walter Schwimmer

WALTER SCHWIMMER, *President*
RADIO FEATURES, INC.
75 E. Wacker Drive, Chicago, Ill.

* For example, if your one-time daytime half hour rate is $50, cost of the Deems Taylor Concert is $50 per week.

Editorial

Code 'Blue Eagle'

BROADCASTERS have a code, sweated out through several years of intensive and sometimes sanguinary deliberation. It becomes fully effective May 19 of this year.

As a sequal to the code, there is a plan for observance, to be cleared through a committee comprising broadcasters and representatives of advertisers and agencies. Because it is a voluntary code, there is no machinery for enforcement, which would connote policing.

The code will be effective only if it is observed by a majority of the stations, with the cooperation of advertisers and agencies. Radio will be done great injury if it parades its standards but doesn't carry them out.

Such a condition would be akin to prohibition. Who doesn't remember those hypocritical folk who gave lip service to prohibition but proceeded to patronize the bootlegger?

Walter J. Brown, owner of WORD Spartanburg, and a former top-flight Washington newsman, detects in broadcasters' ranks a disposition to give lip service to the code and nothing more. He warns that one station in a market cannot enforce the code when other stations do not go along unless some compensation is offered the station willing to lose business to practice standards that make good radio.

Mr. Brown suggests that something like the old NRA Blue Eagle seal be devised. When a station complies, as attested by inspection of logs, an emblem could be awarded through the NAB. The station would be authorized to state that it is broadcasting under the standards of good radio practice as defined by the NAB.

We think Mr. Brown's plan, or some variation of it, has much to commend it.

Cuban Cupidity

WHILE THE trial of "Axis Sally" for treason via radio during the war makes headlines, there is current in our own hemisphere a clandestine radio propaganda effort which, in ordinary times, surely would provoke an international incident. Indeed, it's surprising that there hasn't been a word about it from our State Dept., which certainly must be conversant with the fantastic affair. The sordid story appears elsewhere in this issue (See page 23).

Last fall it was disclosed (and so far as we're aware, BROADCASTING was the only American journal to publicize it) that the Peron government in Argentina had subsidized a Cuban network, known as RHC Cadena Azul, to the extent of $250,000 annually for four years. The purpose was to spread the Peron ideology. This followed Peron "acquisition" of practically all Argentine stations, and many newspapers.

Allegations against RHC now have been publicly confirmed in an amazing disclosure in Havana, which reads as if it had been plucked from a novel on Latin American intrigue. Former Senator Edvardo R. Chibas, president of the Cuban Peoples Party, produced what he described as documentary evidence of charges which were both broadcast and published in Havana, in mid-January.

Interwoven in this activity is what appears to be a Peron counter-move against the Inter-American Association of Broadcasters, which espouses the American system of free enterprise in radio. Goar Mestre, director of Cuba's largest network, Circuito CMQ, is president of IAAB. It was Mr. Mestre who found it healthy to hastily adjourn a meeting of the association in Buenos Aires a few months ago because of threats of bodily harm. His relentless campaign—virtually a one-man undertaking—has resulted in Peronista charges he is a "lackey of Yankee imperialism."

Peron's censorship of news and radio dispatches is now commonplace. Our Embassy has done little or nothing to expose these machinations. Our Ambassador, James Bruce, who evidently would prefer to see this whole affair kept quiet, is returning to Washington.

The Peron effort to commandeer Cuban radio and to infiltrate Latin America is but a first step. His obvious objective is to undermine U. S. prestige in this hemisphere.

Why shouldn't Envoy Bruce appear before a Congressional foreign relations committee for a forthright presentation of the situation as he knows it? Goar Mestre, who now is in the United States (he's a Yale graduate), has a story that, for intrigue and fantasy, would eclipse even the "Axis Sally" disclosures.

Forgotten Job

IN THE few weeks that Congress has been in session, more words about radio have been dumped into the *Congressional Record* than in any other corresponding period within memory.

While nothing definitive yet has transpired, these events underline the growing importance of radio in our national economy. By the same token, the blistering attacks upon radio make it evident that radio's Congressional relations are far from what they might be.

Former President Herbert Hoover, who heads the Commission to reorganize the Federal establishment, failed to exclude radio regulation from a proposed status that might make it subject to political patronage, like the appointment of postmasters. The House Un-American Activities Committee would discriminate against radio by excluding microphones, recorders and television from its hearings. The veteran Sen. Tom Connally of Texas in glittering generalities attacks radio for being "crooked" and "unfair." Chairman Ed C. Johnson continues his quest to make his Senate Commerce Committee a super-FCC. And Rep. Harry R. Sheppard (D-Calif.) has reintroduced his sizzling bill of last year to prohibit station ownership by networks and manufacturers.

Thus, the political climate for radio, both as to licensee and licensor, is unhealthy. The most important single issue—that of radio's freedom from censorship—is blithely ignored.

A charge such as Sen. Connally has levelled shouldn't go unchallenged. A report such as the Senate subcommittee unloaded a fortnight ago should be answered, not as to specific proceedings, like the clear channel issue, but as to broad principle. The crux is not what happens to the FCC or even to individual stations, but to service to the public. All sides, it appears, have lost sight of the obvious truism that laws are written in the interest of the people.

This last month has made it abundantly clear why radio should have more effective Congressional liaison. Call it lobbying, if you must. There's nothing reprehensible about keeping the elected representatives of the people (broadcasters are constituents too) informed on the whys and wherefores of a free radio.

The NAB does not have full-time executives engaged in either legislative or regulatory contact. There never has been an NAB function more basic. The NAB board considers reorganization this week at New Orleans. Its first act should be to reassign one or more of its most talented and persuasive staff executives to legislative liaison. If reassignment isn't feasible or (for reasons not evident to us) is undesirable, then there should be new appointments. The time for shilly-shallying on the "lobbying" issue expired long ago.

Our Respects To—

ARTHUR LYLE BUDLONG

TWENTY-FIVE years ago a bright young chap from Washington, D. C., with a mechanical turn of mind, began what appeared to be a most paradoxical career. He became a professional amateur.

Today that chap—one of the most-traveled individuals in radio, professional or amateur—heads the American Radio Relay League comprising 60,000 members. It is an organization with no age limits either way. These boys and girls, who are in radio for the fun of it, were more responsible than any other group for the opening of the shortwaves now so fabulously vital to world communications.

And Arthur Lyle Budlong (Bud, as connoted by his ham call W1BUD) was in the thick of it all. His fruitful association began amateur-like. He literally crashed his way into that new job on Feb. 11, 25 years ago in Hartford, Conn. Eleven panes of window glass at the old Main Street offices of ARRL were shattered when young Bud, quite unwittingly, ignited a hydrogen-filled balloon under test as an antenna support.

He joined ARRL to become editor of a syndicated column on ham radio. He remained to contribute his services to an institution as thoroughly American as hot hogs, ham and eggs, and baseball. Since last September he has been acting secretary-headquarters manager and editor of the League's monthly journal *QST*.

The 25 years have been distinguished, too, by many services to his government. He represented the amateur service on the government delegation to the Inter-American Radio Conference in Santiago, Chile, in 1940. During World War II he served as a U. S. Coast Guard communications officer, released to inactive duty with rank of lieutenant commander in 1946. In 1945 he assumed civilian status long enough to represent the ARRL at the Inter-American Radio Conference in Rio de Janeiro. Throughout his Coast Guard service, his commanding officer was Commodore E. M. Webster, now an FCC commissioner.

In 1946 Lieut. Commdr. Budlong attended the the Radio Aids to Navigation Conference in London for the Coast Guard and the British-American meeting in Bermuda. He participated in practically every government allocations and planning group.

When he took off his uniform and resumed his post with ARRL after the war, he represented the amateur service on the government delegation to the five-power Moscow Conference in 1946 and at the 1947 International Tele-

(Continued on page 82)

You reach 2 to 3 times as many customers with WOAI

DAYTIME

WOAI LISTENING HOMES 29½%

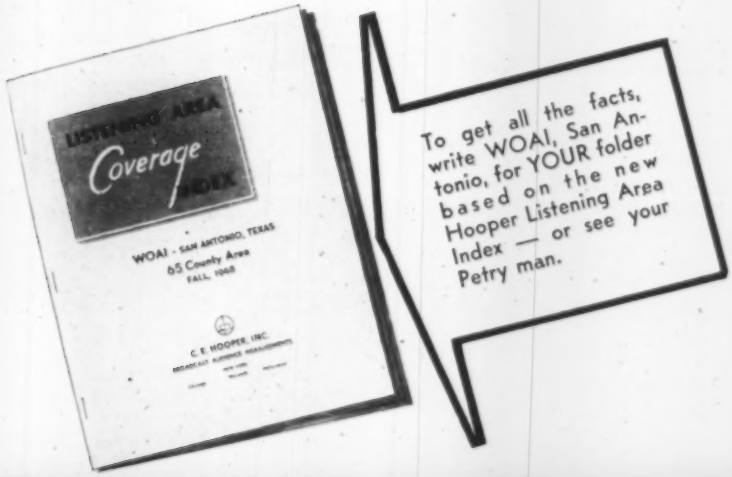
NEXT HIGHEST STATION LISTENING HOMES 13½%

NIGHTTIME

WOAI LISTENING HOMES 35%

NEXT HIGHEST STATION LISTENING HOMES 12%

The new Hooper Listening Area Index shows: WOAI 2 to 1 in daytime, 3 to 1 at night, over the next most popular station! This Survey, filled with facts obtained from a cross-section of homes in the area* proves that now, more than ever, WOAI is "the most powerful advertising influence in the Southwest."



To get all the facts, write WOAI, San Antonio, for YOUR folder based on the new Hooper Listening Area Index — or see your Petry man.

If you want to get your message into the homes of these Texans, remember that WOAI is the only single medium affording complete coverage.

* *The 65 Texas counties where 50-100% of the Radio Families listen regularly to WOAI . . . both Day and Night. (BMB Study No. 1)*

WOAI San Antonio

NBC • 50,000 W • CLEAR CHANNEL • TQN

Represented by EDWARD PETRY & CO., INC.-------- New York, Chicago, Los Angeles, Detroit, St. Louis, San Francisco, Atlanta, Boston

Management

LOUIS RUPPEL, newly appointed director of Clear Channel Broadcasting Service [BROADCASTING, Feb. 7], is in Presbyterian Hospital, Chicago, undergoing treatment for a back injury. No indication was given as to when he would assume his Washington post.

LYNN JOHNSTON, commercial manager of KAGH Pasadena, Calif., has been appointed general manager of station's AM and FM facilities. He replaces **PETE WATTS**, recently resigned to join KYJC Medford, Ore., in same capacity [BROADCASTING, Jan. 24]. Before joining KAGH three and one-half months ago as commercial manager and special features director, Mr. Johnston was account executive with WJLB Detroit for six years. Prior to that he was commercial manager for WSRS Cleveland.

VIRGINIA ALLEN, continuity chief of WHFB and WHFB-FM Benton Harbor, Mich., since its opening in September 1947, has been appointed assistant manager of the stations. Mrs. Allen was an agency account executive previous to joining the station, and as Virginia Paxton is author of *Penthouse in Bogota*.

W. E. COLLIER, formerly of CKCK Regina, Sask., has been appointed manager of CJNB North Battleford, Sask.

STEPHEN W. RYDER, manager of WENE Endicott, N. Y., is the father of a girl, Mary Lynne.

JOHN BALLANTYNE, chairman of the Philco Corp. board of directors, has been appointed a member of committee to supervise Greater Philadelphia Trade Fair of 1949, to be held Sept. 24 to Oct. 1.

RALPH S. SILVER Jr. has resigned from sales staff of WTHT Hartford, Conn., to become general manager of WLNA Peekskill, N. Y. Mr. Silver will assume his new duties March 7.

LINWOOD T. PITMAN, on the staff of WCSH Portland, Me., since its establishment in 1925, has been appointed executive manager of the station. He has served as station's promotion manager for past several years.

WILLIAM S. HEDGES, vice president of NBC, will lead New York's entertainment world, the publishing, advertising and graphic arts industries in the Red Cross 1949 campaign. Serving with Mr. Hedges as group chairmen are: **CLARENCE B. GOSHORN**, president of Benton & Bowles; **MAX KASE**, sports editor of New York *Journal-American;* and **SPYROS P. SKOURAS**, president of Twentieth Century-Fox Film Corp.

KVSM SHAKEUP

Fox Named Executive Mgr.

CLIFFORD FOX has been named executive manager of KVSM San Mateo, Calif., in a shakeup of personnel. Mr. Fox, formerly manager of the station's Palo Alto studios, replaces Gordon Francis, a major stockholder and one of the station's founders.

(At KVSM the executive manager performs duties and bears responsibility of general manager, although the general manager title is carried by Hugh Smith, who is also a major stockholder and founder.)

Mr. Francis retains his stock interest in the corporation. He will serve in the KVSM engineering department.

Other staffers under new setup—some of them former KVSM employes who are returning to the station—include: Frank Campbell, former writer, named program manager; Jim Ranger, promoted to chief announcer; Frank Livermore, office manager; Dorothy Walker, head of continuity department; John Eagan, returning as engineer-announcer, and Aaron Edwards, returning as announcer.

LOUIS STEKETEE

Former WKNY Manager Dies

LOUIS B. STEKETEE, 37, former manager of WKNY Kingston, N. Y., died after a long illness Feb. 2 at a Kingston hospital. Mr. Steketee had been in newspaper work before joining WKNY in 1941. He was a former president of the Kingston Chamber of Commerce.

Mr. Steketee

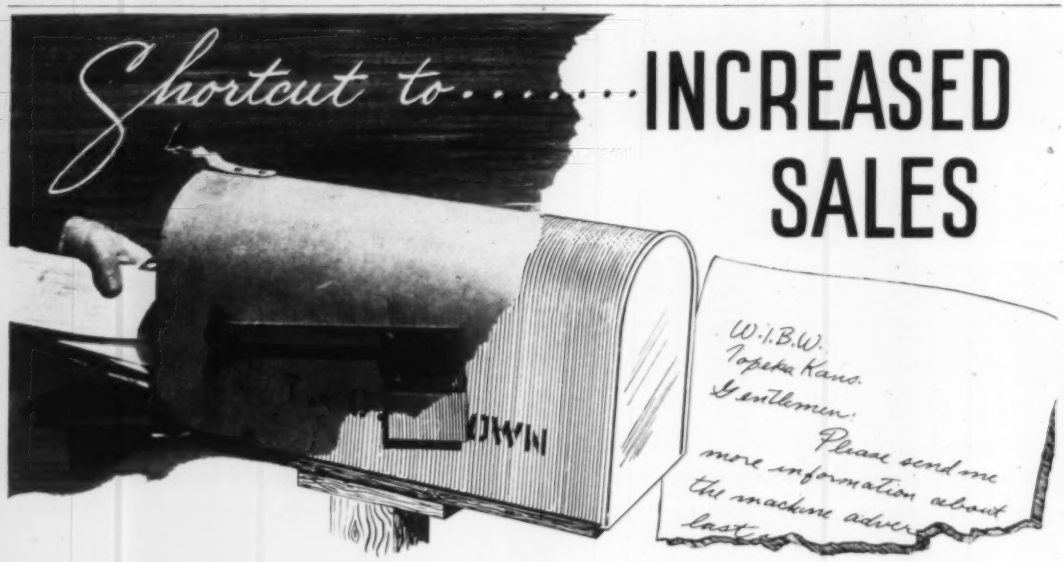
Surviving him are his wife, June MacFadden Steketee, and two children.

Delaware Bill

STATE SENATOR E. Paul Burkholder of Dover, Del., majority leader of the Delaware State Senate, has suggested a bill making it illegal to install a television set before the front seat of "any motor vehicle" where it could be viewed by the driver. Sen. Burkholder, however, admitted he knew of no television set in motor vehicles in Delaware at this time. His proposed law calls for $25 to $100 fines for violations.

John Wilfrid Godfrey

JOHN WILFRID GODFREY, 54, Halifax barrister and governor of the Canadian Broadcasting Corp. from 1936 to 1944, died at Halifax on Feb. 4, as the result of a heart attack.



WIBW listeners are the "writin'est" folks you ever saw. They're used to sending for information, literature, prices, catalogs . . . studying them at their leisure.

Buying by mail is as common as cream in these farm homes. Every year, our listeners send us tens of thousands of dollars which we forward to our advertisers in payment for their merchandise.

WIBW listeners are anxious to know about new products, methods, and conveniences. Tell them about *your* product! "I heard it over WIBW" is all the introduction you need to this ready-to-buy market.

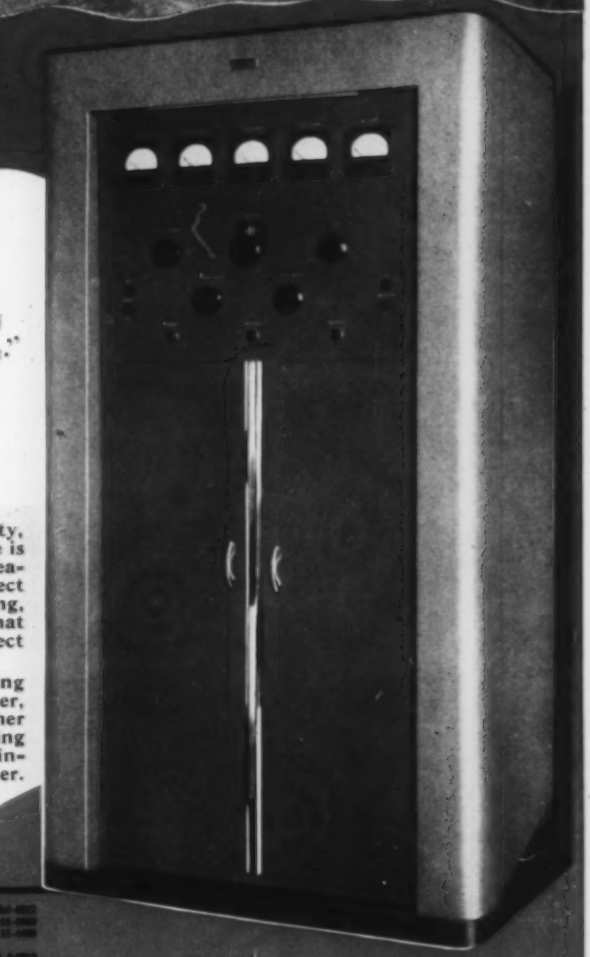
W I B W

SERVING AND SELLING
"THE MAGIC CIRCLE"
WIBW · TOPEKA, KANSAS · WIBW-FM

CBS

Rep: CAPPER PUBLICATIONS, INC. · BEN LUDY, Gen. Mgr. · WIBW · KCKN · KCKN-FM

Skating ON THIN ICE??



There have been many new developments lately in some FM transmitting equipment. Size has been reduced, smaller components are used, ratings reduced over previous designs just to get the cost down and meet the competition of Gates equipment in that way if no other. That is "*Skating On Thin Ice.*" Competition can be met only by putting out a better product, merchandising it stronger, keeping your customers satisfied thru quality at the right price. This latter course is what Gates believes in, and consequently Gates customers are not "*Skating On Thin Ice.*"

An outstanding example of quality, both in structure and performance is the Gates BF-250-B transmitter. Features of this 250 watt unit are direct crystal control, front of panel tuning, oversize components and styling that pleases. Tube changes do not affect operating conditions.

The BF-250-B, in addition to being a complete 250 watt FM transmitter, is the basic exciter unit for all higher powered Gates transmitters, enabling expansion at a later date and continued use of the BF-250-B transmitter.

Gates Radio Company
Quincy Illinois

IN '49 IT'S THE GATES LINE

the first television station in the Mid-South . . .

■With pardonable pride we point to the fine Television job WMCT is doing for its clients. One good reason: A staff of sixty working with the finest equipment available. WMCT is completely staffed, completely equipped for any assignment. For instance, our new RCA Mobile Unit complete with Micro-wave relay . . .

■Or take our studio and transmitting equipment — all RCA— the finest money can buy! Movie equipment is Bell & Howell, Eastman, and Auricon for sound with movies; Houston rapid film processor, and Bell & Howell printer, with a complete staff of production specialists to get the job done.

■In addition to one studio 28 by 34 feet, WMCT has a spacious auditorium seating 1,050 people with dressing rooms, scenery storage—the works! Our program library is replete with up-to-the-minute program material, and we are completely equipped to handle coverage of local events.

■What about sets? Are people buying them? You bet they are! The question is: How long will suppliers be able to meet the demand? We tell you all this, because it may be that you are one of the aggressive advertisers who capitalize on the terrific impact of a new medium in the $2,000,000,000 Memphis market.

WMCTelevision

WMC • WMCF • WMCT National Representatives
The Branham Company

Owned and operated by the Commercial Appeal

CHANNEL 4 • MEMPHIS

AFFILIATED WITH NBC CBS DUMONT

Commercial

MALCOLM KENNEDY, formerly of sales department of WIP Philadelphia, has joined Forjoe & Co. as general manager of its Philadelphia office.

FRANK SHAKESPEARE, former sales representative for Procter & Gamble in New York, has joined sales staff of WOR New York as assistant to sales manager ROBERT C. MAYO.

FRED R. KUNZ has joined sales staff of WISN Milwaukee, Wis. He has been active in radio time sales work in Milwaukee area for past ten years.

DOROTHY HEIDENTHAL, formerly with stations in Poughkeepsie, N. Y., and Las Vegas, Nev., has joined sales staff of WCSC Charleston, S. C.

FRED L. BERNSTEIN, formerly manager of Philadelphia office of Forjoe & Co., has joined WTTM Trenton, N. J., as sales manager.

MILTON WOLKEN has joined Storadio Adv. Co., Des Moines, new national representative firm which handles sales for store broadcasting in super markets. Mr. Wolken is Chicago resident manager. ERNEST P. BALDWIN, formerly with Wilhelm-Laughlin-Wilson Adv., New York, has joined firm as New York resident manager.

NICHOLAS J. MALTER has been appointed assistant sales manager of WBEN-TV Buffalo, N. Y. He formerly was assistant sales manager in charge of local television sales, but now will supervise selling of both local and national TV program time.

WHBY Appleton, Wis., has distributed its new rate card.

HOWARD FAY, formerly with Foote, Cone & Belding, Portland, Ore., has joined advertising sales department of KPOJ, same city.

JOHN McKEOUGH, formerly with Leo Burnett Agency, Chicago, has joined WJEF Grand Rapids, Mich., as account executive.

WILLIAM RICH, formerly with Allied Sales Agencies Inc., New York, has joined sales staff of WNBC and WNBT (TV) New York as account executive.

MEL WOLENS has resigned from WBKB (TV) Chicago, after working there as sales manager since last fall. Resignation, submitted Feb. 5, will go into effect "in a few weeks," Mr. Wolens said. He expects to remain in Chicago, and future plans are "under consideration."

ALL-CANADA RADIO FACILITIES Ltd. has been appointed exclusive agent for Jingl-Library for Canada, Newfoundland, and the British West Indies [BROADCASTING, Jan. 24].

Simms Sues Sonora

SINGER Ginny Simms filed suit against Sonora Radio and Television Corp. in Chicago's Circuit Court last week, charging breach of contract and seeking $5,000 damages. Miss Simms claims she signed one-year contract with Sonora calling for 24 record sides and a $10,000 guarantee, and that she made only 12 record sides for which she received $4,999.

FUND APPEAL

Red Cross Copy Prepared

RADIO and television will play an important part in the annual American Red Cross fund appeal later this month, it was indicated last week. Announcement of the intensive campaign, which will also include newspapers, magazines and outdoor advertising, was made by Howard Bonham, ARC vice president in charge of public relations.

Compton Advertising Inc. is serving as voluntary agency following a request by the Advertising Council through the American Assn. of Advertising Agencies. The agency's radio department developed program ideas and prepared campaign radio presentations for use by local stations. In addition, Compton prepared copy and layout for the Red Cross advertising plan book covering radio, television and other media, with William Geoghegan, account executive, supervising the project.

T. S. Repplier, Advertising Council president, and Henry C. Wehde Jr., staff executive, directed the council's advertising campaign. Philip J. Kelly, advertising and promotion director, National Distillers Products Corp., served as volunteer coordinator at the request of the Assn. of National Advertisers.

SHIFT TO SPOTS

Beer Firm Drops Program

LUCKY LAGER BEER is transferring its radio advertising to spots. Burton C. Granicher, of McCann-Erickson, San Francisco, who handles the Lucky Lager account, said there will be no time lapse between cancellation of *Lucky Lager Dance Time* on six California stations at end of this month and start of the spot campaign.

The brewing company is increasing its radio budget, according to Mr. Granicher. Amount or percentage of the increase has not yet been determined by the firm.

Lucky Lager Dance Time is heard on stations in San Francisco, Los Angeles, Sacramento, Fresno, Chico and Monterey. Spot campaign will use many more stations in the western area where Lucky Lager Beer is sold, Mr. Granicher said.

Y & R Changes

JAMES SHELDON, who has been the director of *We the People* since last April for Young & Rubicam, New York, has been named producer and director of the program. Rod Erickson, who was producer of the show, has been promoted as trouble-shooter supervisor to Ev Meade, vice president. Willis Cooper, producer and writer of *Quiet Please*, effective this week takes over the writing chores of the simulcast of *We the People*.

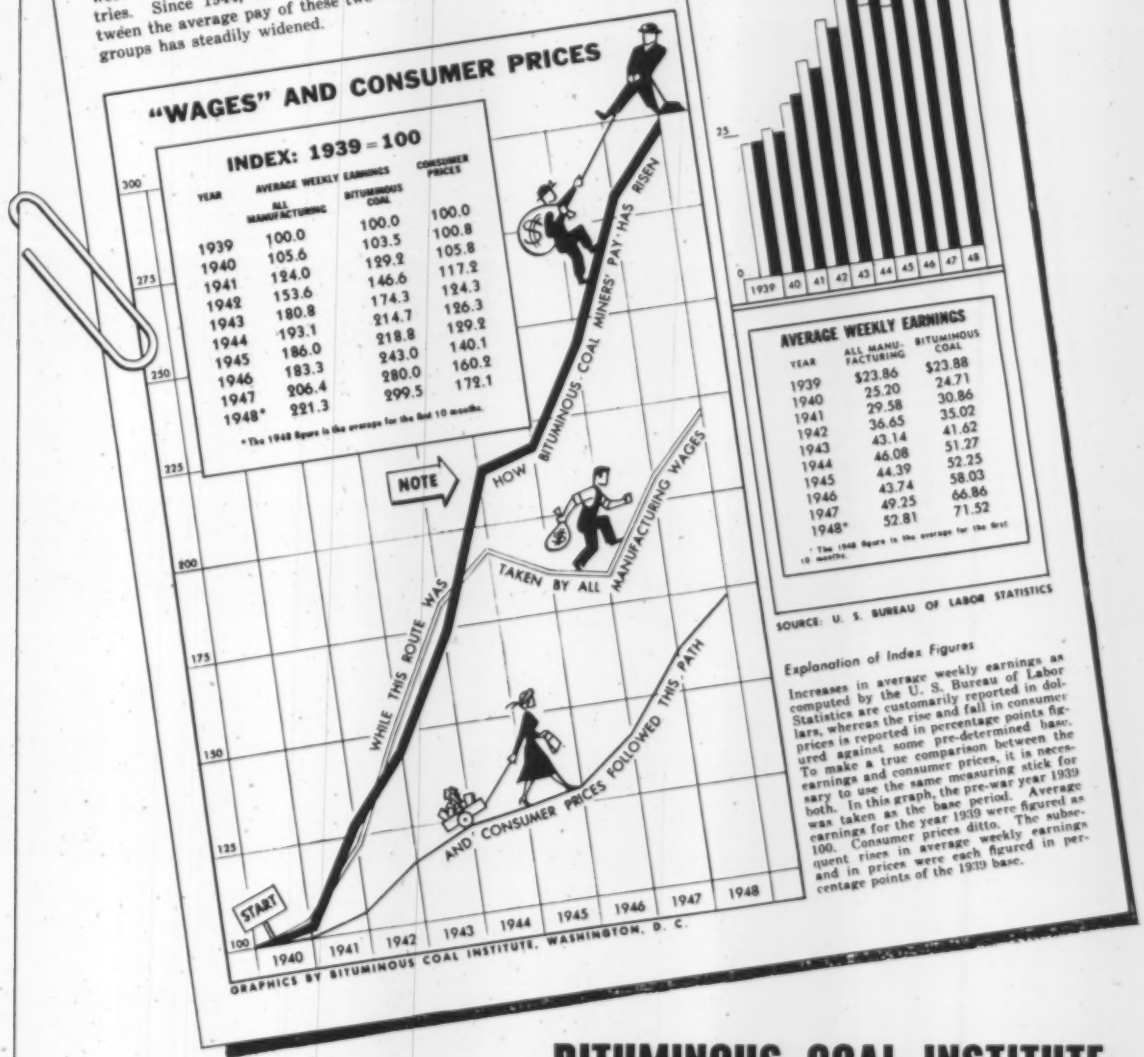
Memo to Editors

HOW PAY AND LIVING COSTS WENT UP BETWEEN 1939 AND 1949

Two important facts are revealed by this graph:

1 How greatly the rise in the earnings of bituminous coal miners has outstripped the average for workers in all manufacturing industries. Since 1944, the spread between the average pay of these two groups has steadily widened.

2 How favored the bituminous coal miners are in the way their earnings have risen so much faster than the rise in the cost of living. Every year since 1939 this spread has been widened—in the miner's favor.



YEAR	AVERAGE WEEKLY EARNINGS: ALL MANUFACTURING	AVERAGE WEEKLY EARNINGS: BITUMINOUS COAL	CONSUMER PRICES
1939	100.0	100.0	100.0
1940	105.6	103.5	100.8
1941	124.0	129.2	105.8
1942	153.6	146.6	117.2
1943	180.8	174.3	124.3
1944	193.1	214.7	126.3
1945	186.0	218.8	129.2
1946	183.3	243.0	140.1
1947	206.4	280.0	160.2
1948*	221.3	299.5	172.1

* The 1948 figure is the average for the first 10 months.

AVERAGE WEEKLY EARNINGS

YEAR	ALL MANUFACTURING	BITUMINOUS COAL
1939	$23.86	$23.88
1940	25.20	24.71
1941	29.58	30.86
1942	36.65	35.02
1943	43.14	41.62
1944	46.08	51.27
1945	44.39	52.25
1946	43.74	58.03
1947	49.25	66.86
1948*	52.81	71.52

* The 1948 figure is the average for the first 10 months.

SOURCE: U. S. BUREAU OF LABOR STATISTICS

Explanation of Index Figures

Increases in average weekly earnings as computed by the U. S. Bureau of Labor Statistics are customarily reported in dollars, whereas the rise and fall in consumer prices is reported in percentage points figured against some pre-determined base. To make a true comparison between the earnings and consumer prices, it is necessary to use the same measuring stick for both. In this graph, the pre-war year 1939 was taken as the base period. Average earnings for the year 1939 were figured as 100. Consumer prices ditto. The subsequent rises in average weekly earnings and in prices were each figured in percentage points of the 1939 base.

GRAPHICS BY BITUMINOUS COAL INSTITUTE, WASHINGTON, D. C.

BITUMINOUS COAL INSTITUTE

A Department of NATIONAL COAL ASSOCIATION

Southern Building, Washington 5, D. C.

BITUMINOUS COAL . . . LIGHTS THE WAY . . . FUELS THE FIRES . . . POWERS THE PROGRESS OF AMERICA

Allied Arts

HAMILTON E. FINNEY, former field sales manager of Sweets Laboratories Inc., and CARL W. TILLMANNS Jr., former supervisor of copy research for Foote, Cone & Belding, have joined C. E. Hooper Inc., New York, as television contact men.

C. E. HOOPER Inc., New York, has announced that Swift & Co., Rexall Drug Co., Pet Milk Co., E. I. duPont de Nemours & Co., Thomas J. Lipton Inc., Libby-McNeill & Libby, and BBDO and Buchanan & Co. (agencies) have subscribed to its U. S. Hooperatings.

JAMES SAUTER, president of Air Features Inc., New York, has been appointed chairman of the radio and television division of the 1949 Red Cross Fund Drive.

JOHN GRUENBERB 2d has joined staff of C. E. S. Assoc., Philadelphia, public relations counsel, as account executive. He was formerly on advertising staff of RCA-Victor Records, Camden, N. J.

COLE & WERNER Adv., Omaha, Neb., will represent WOW Inc., Omaha, for 1949, JOHN J. GILLIN Jr., president and general manager, announced Feb. 1. WOW's announced plan to change agencies was discarded, Mr. Gillin said.

JAMES D. McLEAN, former commercial manager of WPTZ (TV) Philadelphia, has been appointed manager of Industrial Division of Philco Corp.

JIM BISHOP, head of Bishop & Assoc., Los Angeles (publicity), has been elected president of California Safety Assn.

Television

ALFRED DRAKE, singing star, and CHARLES LEWIN, advertising radio executive, have announced formation of new firm for packaging of radio and television shows for national distribution. New firm is located at 255 W. 23rd St., New York.

Equipment

H. G. KRONENWETTER has been appointed manager of advertising production for the lighting fixture, lamp, radio, electronics and international divisions of Sylvania Electric Products Inc., New York. Mr. Kronenwetter formerly was advertising production manager for radio division only.

RAYMOND F. FOSTER of Receiver Division of General Electric, and ERNEST H. LEHMAN of Tube Division, have received GE's highest honor, the Charles A. Coffin awards for work of outstanding merit during 1948.

KWG Stockton, Calif., has moved to new quarters at 612 East Market St.

WCCO Minneapolis newscaster Cedric Adams (r) receives congratulations on completion of tenth year of his *Nighttime News* show from Joe Tombers, vice president of Purity Baking Co., whch sponsors program. Congratulations were extended following special anniversary program.

News

RICK WEAVER, formerly chief announcer and sports director at WCAV Norfolk, Va., has joined WLAU Laurel, Miss., as sports director. Mr. Weaver also handles play-by-play announcing of pro basketball games for the station.

CURT GOWDY, sportscaster from Oklahoma City, will assist MEL ALLEN for the Yankee baseball and football broadcasts on WINS New York. Mr. Gowdy succeeds RUSS HODGES.

DICK KEPLINGER, Seattle announcer and m.c. who won the H. P. Davis award in 1943 for his news and special events coverage, went back on the air as a newscaster early this month. His new program, *The F. Y. I. Reporter*, is heard on KXA Seattle.

WILSON SHELLEY, KRLD Dallas morning announcer, has been appointed farm editor of the station.

KEN OVERLIN, former middleweight champion of the world, has joined WCAV Norfolk, Va., as sports director.

Mr. Overlin

THAD HORTON, sports director for WSB and WSB-TV Atlanta, is the father of a boy, Richard King.

LESLIE NICHOLS, news editor of MBS, will join WGN Chicago, as commentator.

JOHN BOSMAN, news writer at Mutual for past four years, will take over news editor's post.

IRA BLUE, sports editor of KGO San Francisco, was presented with the first Civic Service Award of San Francisco's Mission District for outstanding community service. Award will be presented each month hereafter.

TOM BARBOUR, newsman at KGO San Francisco, is the father of a girl.

More . . . UNVARNISHED TRUTH

KXEL HAS CHANGED LISTENING HABITS IN IOWA

These figures are taken from the Conlan Comprehensive Study of Listening Habits in *Iowa's No. 1 industrial city, Waterloo.*

Distribution of Listening in Waterloo, Iowa

	Morning Periods	Afternoon Periods	Evening Periods	Entire Survey
KXEL	43.4%	26.5%	34.9%	34.2%
WHO	19.6%	24.3%	34.3%	27.1%
WMT	16.5%	14.9%	22.5%	18.3%

Time Buyers—

Make no mistake about it. Listeners in Iowa's richest industrial area *Do* prefer KXEL. In radio it's *Who's* listening and *Where* that counts.

Conlan's latest Comprehensive Listening Study of Waterloo, embracing 17,914 direct contacts, reveals KXEL having more than twice as many listeners in certain periods than any other radio station. The majority of listeners have switched to KXEL . . . . actually changing the entire listening picture, not only in Iowa's richest industrial metropolitan center but the entire Northeast Iowa area as well.

NO OTHER RADIO STATION DELIVERS AS MUCH AS THIS INDUSTRIAL MARKET FOR SO FEW DOLLARS.

- Time buyers—Look before you buy . . . Look at Conlan's latest Comprehensive Listener Study and get *more* of the *unvarnished truth* on listener habits in Northeast Iowa.
- You'll buy KXEL because KXEL has *more listeners* for *fewer dollars.*

KXEL 50,000 WATTS **ABC**

JOSH HIGGINS BROADCASTING COMPANY
WATERLOO, IOWA
Represented by Avery-Knodel, Inc.
ABC OUTLET FOR CEDAR RAPIDS AND WATERLOO, IOWA

Sweet dreams are made in Spartanburg . . . . .

Nothing sleepy about this market until it comes to mattresses. Sleep-wise we brag about such stuff as dreams are made on—we're wide awake when it comes to turning the mattress industry into dollars.

But the wealth of the Piedmont springs from more than industry. Farmers reap a comfortable 226 million dollars gross income a year. It's the combination of the rich harvest from the land—peaches, cotton, dairy products, poultry, lumber, and fast-moving industry that successfully rounds out the Piedmont's billion dollar economy.

It's well to keep a keen eye on the Piedmont people and the $1,054,811,000 they have to spend when they go to market.

And for the past nineteen years, they've gone to market over WSPA, South Carolina's oldest station—dominant in 17 counties of the Carolina Piedmont.

John Blair & Company, National Representative
Harry E. Cummings, Southeastern Representative
Roger A. Shaffer, Managing Director
Guy Vaughan, Jr., Sales Manager
CBS Station for the Spartanburg-Greenville Market

STOCK TRANSFERS

Five Seek FCC Approval

TRANSFERS of interests in five stations were reported to FCC last week in applications requesting Commission consent to the transactions.

One-half interest in KTRI Sioux City, Iowa, has been sold by Dietrich Dirks for $75,000 to station's licensee corporation. Mr. Dirks recently acquired control of KCOM Sioux City and was required to give up the KTRI holding [BROADCASTING, Dec. 13, 1948].

James V. Wilson, former program director of WAPI Birmingham, Ala., has purchased 50% interest in WLAU Laurel, Miss., for $27,181 from Hugh L. Smith. C. Hubert Leggett would continue in station as other 50% owner.

Details of the transactions follow:

WLOI LaPorte, Ind.—Assignment of license from Isabel S. Rumely, Hoyt H. Scott and Edward Young d/b as LaPorte County Broadcasting Co. to LaPorte County Broadcasting Co. Inc. New firm is owned 50.5% by Mr. Scott, 0.5% by Joan H. Scott and 49% by Mr. Young. Isabel Rumely retires from station and receives $6,133.82 for 26% interest. Mr. Scott now holds 26% and Mr. Young 48% interest. WLOI is assigned 1540 kc, 250 w daytime.

KTRI Sioux City, Iowa—Relinquishment of negative control in Sioux City Broadcasting Co., licensee, by Dietrich Dirks through sale by him of his 125 shares (50%) to firm as treasury stock for $75,000. Other stockholders, who would gain control, are: John C. Kelly, president; Eugene F. Kelly, vice president; A. Lennon Kelly, and Eugene H. Kelly Estate. Latter owns 12.8%, others each 12.5%. Mr. Dirks is required to sell his KTRI holding as condition of his acquisition of control of KCOM Sioux City for $65,000 [BROADCASTING, Dec. 13, 1948]. KTRI is assigned 5 kw on 1470 kc.

KFTM Fort Morgan, Col.—Assignment of CP to The Fort Morgan Broadcasting Co., new partnership of same name and composed of two of three original partners. J. T. Price Jr., 49% owner, sells his interest for $4,000 to others. Robert Dolph, 26% owner, and Robert McCollum, 25% owner, each become 50% owner in new partnership. KFTM is assigned 500 w day on 1260 kc.

WLDY Ladysmith, Wis.—Assignment of license from O. J. Falge, sole owner, to Flambeau Broadcasting Co., new firm of which Mr. Falge is president and 65% owner. No consideration is given. Others in new firm include: Mark Bell, publisher of Ladysmith News, vice president 10%; Darrel W. Holbrook, WLDY chief engineer, secretary 2.5%; B. J. Nestelle, postal employe, treasurer 2.5%; George E. Miner, theatre chain owner, 20%. WLDY is assigned 250 w on 1340 kc.

WLAU Laurel, Miss.—Transfer of 139 shares (50%) held by Hugh L. Smith for $27,181 to James V. Wilson, former program director of WAPI Birmingham Ala. C. Hubert Leggett, other stockholder, buys single share from treasury for $181 so that he and Mr. Wilson each would own 50%. WLAU is assigned 250 w on 1490 kc.

INTERFERENCE

Iowa Town Gets Dander Up

FAIRFIELD, Iowa, may have to begin enforcing a 1929 ordinance prohibiting interference with radio reception, according to wire reports —provided it can find out who or what is causing the interference.

The southeast Iowa town had almost forgotten about the ordinance until frustrated football fans trying to listen to the New Year's Day bowl games complained that a loud buzzing noise was interfering with reception. The fans asked City Attorney Ralph Munro, who wrote the ordinance, to do something about the noise.

Mr. Munro, unable to make any arrests until the source of the interference is determined, suggested that the townspeople test their home electrical appliances to see if they are causing the annoyance. He pointed out that the ordinance provides up to 30 days in jail or fines up to $100 for violators.

FTC CASE

American Tobacco Files

AMERICAN Tobacco Co. last Tuesday filed a motion asking reconsideration of arguments in its case before the Federal Trade Commission. The firm is charged with misrepresentation in the sale of its product, Lucky Strike cigarettes. A decision will be forthcoming sometime this spring, it was indicated.

In line with procedural rights, attorneys for American Tobacco took exception to previous rulings of FTC Trial Examiner John L. Horner. They maintained the respondent had been deprived of full cross-examination of witnesses testifying in support of the complaint, and questioned the striking of certain exhibits previously introduced as testimony. Part of the arguments dealt with refutation of Luckies' claim to "exclusive smokers" and testimony tending to prove that Luckies' smokers also bought other brands of cigarettes as well. Testimony was closed last December in New York.

NEW VA SERIES

Will Feature Name Bands

LEADING orchestras will be featured on the Veterans Administration quarter-hour transcribed series, *Here's to Veterans*, starting in June, the VA and the American Federation of Musicians announced last Wednesday.

An agreement entered into through James C. Petrillo, AFM president, permits musicians to donate their services to the recorded programs designed to keep veterans and their dependents informed of benefits granted by Congress.

The AFM collaboration with VA will involve a change in format of the shows. Under the new arrangement, outstanding band leaders will handle the VA copy. At present the VA messages are voiced by top vocal, variety and dramatic personalities of radio. Distribution of new series gratis to broadcasters will start in May for presentation beginning in June.

KFAR Fairbanks and KENI Anchorage, Alaska, Don Lee Network affiliates, have joined United Press Radio Leased Wire News Report.

TALL IN TENNESSEE

Stands WBIR at Knoxville

Important member of the American Broadcasting Company's South Central Group is 250-watt WBIR. Knoxville and eastern Tennessee listeners now are dialing programs broadcast from its new 450-foot-tall Truscon Guyed Steel Radio Tower.

This recent addition to the nation-wide . . . and world-wide . . . string of Truscon Steel Towers climbs tall to serve mountainous Tennessee—and is another example of Truscon engineering to fit specific local conditions.

Another TRUSCON TOWER OF STRENGTH 450 FT. HIGH

Whether your plans call for tall or small towers, it will pay you to consult experienced Truscon engineers. They offer you the most skillful engineering and construction in the industry . . . can help you make the correct choice of guyed or self-supporting towers, of tapered or uniform cross-section, for AM, FM or TV. Call or write our home office in Youngstown, Ohio, or any convenient district office for assistance—without obligation.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON
SELF-SUPPORTING AND UNIFORM CROSS SECTION GUYED **TOWERS**

Legislative Burrs

(Continued from page 27)

of any advertising of alcoholic beverages. The measure (HR 2428), according to its author, is intended to cover beers and wines in its provisions. Former Sen. Arthur Capper (R-Kan.) and Sen. Ed Johnson (D-Col.) have introduced similar measures for the past dozen years.

Violations under the proposed law carry a penalty of fines from $100 to $1,000 or imprisonment from six months to one year, or both. The measure has been referred to the House Commerce Committee.

Authorization for $15,000 for expenses incidental to the investigation and powers of subpena were asked in the McFarland-Tobey resolution.

The resolution called for "a full and complete study and investigation" of all radio telegraph and telephone communications, both domestic and international. Probers would be authorized to examine their relations to national security and international treaties and to make legislative recommendations on the basis of their findings.

Language of the resolution bore a very close resemblance to the resolution which authorized the 1948 study of communications.

Licensing practices and allocations of the FCC would be examined.

It was pointed out that the study would help Congress determine what policies the law-making body should develop on allocations due to "problems arising from unprecedented demands for frequencies."

Hearings continued in both Houses of Congress on bills to repeal the Taft-Hartley labor act and the Wage-Hour law.

Richard P. Doherty, NAB director of Employer-Employe Relations Department, appeared Feb. 8 before the wage and hour subcommittee of the House Education and Labor Committee.

The application of overtime wage regulations, under the Fair Labor Standards Act, Mr. Doherty told the subcommittee, "has unfairly penalized and harassed the broadcast industry."

In addition, he said, the regulations have impaired the ability of radio unions and management to negotiate the most practicable collective bargaining agreements.

The question of whether to adopt the 75¢ minimum hourly wage rate was identified by Mr. Doherty as being "academic" to the broadcasting industry since virtually all salaries in the industry exceed this level.

Mr. Doherty charged that proposed amendments to the Fair Labor Standards Act were "not equally fair to radio," which has problems involving talent and creative effort not shared by manufacturing and similar fields.

He recommended changes in the proposed law to (1) eliminate practice of basing overtime payments on regular salaries plus talent fees; (2) clarify the meaning of "regular rate of pay" by excluding premium pay; (3) allow child actors and performers exemption from child labor sections of law; (4) sanction approval of guaranteed annual employment plans by Wage and Hour Administrator in the absence of a collective bargaining agreement.

Provisions of the bill, Mr. Doherty pointed out, allow employment of minors under properly regulated conditions in motion pictures and theatres and newspaper delivery work but do not allow children the same opportunity in radio and television. "This is obviously an oversight," he commented.

He termed "unfair" prevailing regulations requiring that overtime be paid on average hourly earnings as computed by adding all talent fees received by an employe to the regular weekly salary.

Announcer Example

As an example he cited the case of an announcer who receives $60 a week as base pay, according to a union contract, but gets in addition $150 in talent fees each week. Other announcers, he said, receive $170 and $200 a week in talent fees in addition to base pay.

Joseph A. Beirne, president of the Communications Workers of America, in an appearance before the labor committee, endorsed a provision to centralize administration of the Wage-Hour Act in the Dept. of Labor and proposals to increase minimum wages to 75¢ an hour.

Establishment of a 35-hour work week and a minimum wage of $1 an hour was advocated by the CIO United Electrical Workers through its legislative representative, Russ Nixon, during hearings Feb. 8.

Senate Labor Committee Democrats weakened Feb. 9 and agreed to a nine-day extension of hearings on the Administration's labor bill.

Robert M. Denham, an appointee of President Truman, refused to support the Chief Executive's labor bill in an appearance before the Senate Committee. He described the Taft-Hartley law as "basically sound." A strong defense was made by Mr. Denham of provisions of the Taft-Hartley law which made his office—with its prosecuting and administrative functions—independent of control by the labor department, a condition not present in the proposed bill.

There were strong indications last week that the House Un-American Activities Committee might rescind, in whole or in part, its prohibition against radio, television, newsreel, and photographic coverage of the committee's hearings.

A committee meeting had been

(Continued on page 62)

This Award Voted KMA by 114 Time Buyers . . .

because KMA awarded them a complete PROMOTION and MERCHANDISING JOB

Perfect Proof that K M A Audit Merchandising Assures You of the Radio Results You Need!

In a poll of 114 Advertising Directors and Advertising Agency Account Executives using American Broadcasting Company programs, KMA, Shenandoah, Iowa (184 BMB counties in 6 states) was voted the 1948 Audience Promotion Award. These men recognize nothing but *Sales Results*—the kind which KMA delivered for them. We did it for these top-notch national advertisers and we can do it for you!

We know that the reward of a good job well done is the opportunity to do more and better work. *Let KMA work for you.*

AVERY-KNODEL, INC., National Representative
AMERICAN Broadcasting Co.

960 KC **5000 WATTS**

KMA
SHENANDOAH, IOWA

it Plays FIFTY FOUR

STANDARD LATERAL BROADCAST TRANSCRIPTIONS, 33-1/3, 45 AND 78 RPM RECORDINGS . . .

this

MORE ADVANCED, MORE VERSATILE

NEW ASTATIC PROFESSIONAL PICKUP

THE FLT-TR CRYSTAL TRANSCRIPTION PICKUP

● Without question, no other pickup, available for broadcast studio applications, can do so much, so well. Here is flawless, truly professional quality of sound reproduction . . . in the most versatile pickup ever designed. No changing of needle pressure or other adjustments are required, in switching from one type recording to another. All that is necessary is to change the FLT-TR's especially designed, tiny slip-in cartridges . . . so simple to do that a child can make the change in seconds. The cartridges seat themselves into playing position on the same slip-in principle which joins cap to barrel in many modern fountain pens.

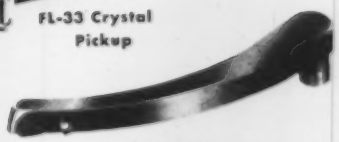
NEW ENGINEERING, MECHANICALLY AND ELECTRICALLY

● The unprecedented clarity and depth of tone of Astatic's FLT-TR Transcription pickup are results of entirely new engineering concepts. Feather-touch needle pressure of five grams is accomplished by a revolutionary hinged division of the arm, which also contributes to perfect tracking and elimniation of surface noise. Similarly important contributions to reproduction quality are made by a new ball bearing, anti-resonance base mounting assembly, which is adjustable to desired height along with the pickup's unique arm-rest. It all adds up to matchless performance and convenience.

Astatic OFFERS COMPLETE LINE OF LONG-PLAYING PICKUPS AND CARTRIDGES

● The FLT-TR Professional Pickup, accompanied by three tiny slip-in cartridges, is really four pickups in one. Its LP-TR Crystal Cartridge has a fixed sapphire needle with 2.5 mil. tip-radius for lateral broadcast transcriptions. Its LP-33 Crystal Cartridge is designed for playing either 33-1/3 or 45 RPM recordings, with fixed sapphire needle having one mil tip-radius. For standard 78 RPM recordings, the LP-78 Crystal Cartridge with three mil tip-radius needle is used in the FLT-TR Arm. All three cartridges are available with diamond stylus tip instead of sapphire. In addition, Astatic offers FL-Series Pickups for use with seven, ten and twelve-inch records. Performance characteristics and advantages are identical to those of the transcription models. The three LP-Cartridges give each FL-Pickup the same complete versatility, in the same manner.

FL-33 Crystal Pickup



FLC-33 Crystal Pickup

THE Astatic CORPORATION
ASTATIC
CONNEAUT, OHIO
IN CANADA: CANADIAN ASTATIC LTD., TORONTO, ONTARIO

Astatic Crystal Devices Manufactured under Brush Development Co. patents.

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52 WEEKLY ISSUES AND 1949 YEARBOOK

Nielsen Radio Index Top Programs

(COAST-TO-COAST, INCLUDING SMALL-TOWN, FARM, AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)
REPORT WEEK JAN. 2-8, 1949

TOTAL AUDIENCE

Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
EVENING, ONCE-A-WEEK, 15-60 MIN.				
1	1	Lux Radio Theater	34.2	+1.9
2	4	Jack Benny	31.3	+5.1
3	3	McGee & Molly	28.3	+2.6
4	5	Talent Scouts	27.2	+2.0
5	7	My Friend Irma	26.5	+2.4
6	8	Walter Winchell	26.4	+3.3
7	17	Amos 'n' Andy	26.2	+6.7
8	6	Bob Hope	24.2	—0.8
9	73	Truth or Consequences	23.4	+9.0
10	24	Bob Hawk	23.1	+4.4
11	16	Mr. District Attorney	22.8	+1.7
12	21	Mystery Theater	22.6	+3.0
13	13	Duffy's Tavern	22.4	+1.0
14	12	People Are Funny	21.8	—0.1
15	14	Mr. Keen	21.8	+1.3
16	28	Sam Spade	21.4	+3.7
17	19	Big Town	21.3	+0.8
18	54	Your Hit Parade	21.1	+6.1
19	46	This Is Your Life	21.1	+4.3
20	26	Inner Sanctum	20.9	+2.5
EVENING, 2 TO 5-A-WEEK, 5-30 MIN.				
1	3	Lone Ranger	19.3	+4.8
2	1	Beulah	15.6	+1.9
3	5	Jack Smith Show	13.9	+1.1
DAY, 2 TO 5-A-WEEK, 15-30 MIN.				
1	2	When a Girl Marries	13.6	+2.2
2	8	Young Widder Brown	13.1	+2.7
3	3	Backstage Wife	13.0	+1.4
4	7	Stella Dallas	12.4	+1.7
5	4	Right to Happiness	12.1	+0.8
6	6	Pepper Young	12.1	+1.3
7	5	Portia Faces Life	12.0	+1.5
8	15	Lorenzo Jones	11.8	+2.1
9	1	Arthur Godfrey (L&M)	11.3	+0.1
10	14	Ma Perkins (CBS)	10.2	+0.4
11	9	Our Gal Sunday	10.2	+0.2
12	17	Just Plain Bill	10.1	+1.1
13	13	Big Sister	10.0	0.0
14	18	Ma Perkins (NBC)	9.8	+0.2
15	31	Jack Armstrong	9.8	+2.2
DAY, SAT. OR SUN., 5-60 MIN.				
1	1	True Detective	16.5	—1.6
2	2	Quick as a Flash	16.2	—0.8
3	4	House of Mystery	13.7	0.0
4	18	One Man's Family	13.5	+3.3
5	6	Armstrong Theater	13.3	+2.3

AVERAGE AUDIENCE

Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
EVENING, ONCE-A-WEEK, 15-60 MIN.				
1	1	Lux Radio Theater	26.3	+2.3
2	4	Jack Benny	25.3	+3.7
3	5	Walter Winchell	23.7	+3.5
4	3	McGee & Molly	23.5	+2.1
5	6	My Friend Irma	21.3	+0.8
6	13	Mr. District Attorney	19.9	+2.7
7	9	Talent Scouts	19.6	+1.3
8	17	Amos 'n' Andy	19.1	+3.9
9	8	People Are Funny	18.8	+0.7
10	15	Bob Hope	18.7	+1.4
11	67	Truth or Consequences	18.4	+8.3
12	10	Mr. Keen	18.0	+0.8
13	34	Bob Hawk	17.9	+4.7
14	22	Stop Music (4th Qtr.)	17.8	+3.2
15	16	Mystery Theater	17.7	+1.7
16	12	Duffy's Tavern	17.1	+0.8
17	36	Aldrich Family	16.6	+2.3
18	14	Suspense	16.6	+0.9
19	19	FBI in Peace, War	16.6	+2.0
20	25	Burns and Allen	16.6	+1.8
EVENING, 2 TO 5-A-WEEK, 5-30 MIN.				
1	3	Lone Ranger	15.4	+4.2
2	1	Beulah	13.5	+1.7
3	5	Jack Smith Show	11.4	+1.2
DAY, 2 TO 5-A-WEEK, 15-30 MIN.				
1	2	When a Girl Marries	11.8	+2.0
2	1	Backstage Wife	11.8	+1.3
3	9	Young Widder Brown	11.5	+2.6
4	6	Stella Dallas	11.3	+2.1
5	3	Right to Happiness	10.8	+0.7
6	4	Portia Faces Life	10.7	+1.4
7	5	Pepper Young's Family	10.6	+0.9
8	16	Lorenzo Jones	10.5	+2.3
9	7	Arthur Godfrey (L&M)	9.1	+0.1
10	11	Ma Perkins (CBS)	9.1	+0.2
11	8	Our Gal Sunday	9.1	+0.3
12	14	Big Sister	8.9	+0.2
13	13	Rom. of Helen Trent	8.7	+0.1
14	25	Second Mrs. Burton	8.6	+1.2
15	15	Just Plain Bill	8.5	+0.9
DAY, SAT. OR SUN., 5-60 MIN.				
1	1	True Detective	14.3	—0.2
2	3	Quick as a Flash	11.1	—0.6
3	7	Stars Over Hollywood	10.9	+3.7
4	2	The Shadow	10.5	—1.9
5	4	House of Mystery	10.4	+0.4

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FM GRANTS

Three New CPs Issued

ONE Class B and two Class A FM stations were granted by FCC last week to firms presently operating AM outlets. Low power educational, noncommercial FM CP was awarded the municipal-owned U. of Wichita, Kan.

New Class B permit went to Piedmont Service Corp., Alexander City, Ala., owner of WRFS there. Facilities granted are Channel 291 (106.1 mc) with effective radiated power of 4.6 kw and antenna height 240 ft. above average terrain. Estimated cost is $18,100, exclusive of land. Order was adopted by the Commission to allocate Channel 291 to that city.

Thomasville Broadcasting Co., licensee of WTNC Thomasville, N. C., received Class A FM permit for Channel 252 (98.3 mc) with ERP of 450 w and 250 ft. antenna. Estimated cost is $12,590, exclusive of land and buildings.

Dr. C. C. Morris, licensee of KADA Ada, Okla., was granted Class A FM permit for Channel 244 (96.7 mc) with ERP of 160 w and antenna 240 ft. Estimated cost is $6,315 exclusive of land.

Municipal U. of Wichita received Channel 206 (89.1 mc) with power of 10 w. Estimated cost is $1,995, exclusive of land and buildings.

WFOW (FM) Madison, Wis., owned by Earl Fessler, in lieu of its conditional grant received a CP for Class A Channel 285 (104.9 mc) with ERP 930 w and antenna 100 ft.

KLCN-FM Blytheville, Ark., received CP to change ERP from 6.2 to 21 kw and antenna from 350 to 360 ft. KALB-FM Alexandria, La., was granted CP to change ERP from 3 to 11 kw and KWOS-FM Jefferson City, Mo., was granted CP to switch from ERP 9.7 to 9 kw.

WAGE-TV QUITS

Returns CP to FCC

THE SECOND television construction permit to be surrendered this year, that of WAGE-TV Syracuse, N. Y., was presented to FCC for cancellation last week. The Commission has not yet acted on the request.

Following within a week the deletion of WVTL (TV) Utica, N. Y., by the *Utica Observer-Dispatch* [BROADCASTING, Feb. 7], the WAGE request likewise indicated that technological and economic uncertainties in future of TV motivated its decision. WAGE-TV had been granted July 12, 1948, for Channel 10 (192-198 mc) with effective radiated power of 30 kw visual and 15 kw aural. The CP expires March 12.

WAGE is licensed to WAGE Inc., president of which is Frank G. Revoir. The AM outlet, an ABC affiliate, is assigned 1 kw on 620 kc and holds CP for boost to 5 kw day, 1 kw night.

WAGE Inc., in its letter to FCC requesting cancellation of its TV permit, stated the following in part:

During the last seven months WAGE Inc., through its officers, has conducted an intensive investigation of construction and operating costs in the television industry. This study originally was undertaken only as a sensible preparation for actual construction. The study was prolonged far beyond the period originally intended. It developed facts and information which, as they accumulated, caused this company to look with increasing worry and doubts upon the whole project.

We turned also to a careful study of income potentialities in this market over a period of years, based upon the kind of programming structure that might be feasible during the early years of operation. We obtained information concerning other television station operation.

We took into consideration, also, the many uncertainties which prevail in this industry, with respect to technological changes, network transmission, etc., . . . Finally, it became evident that construction costs would be substantially higher than we had originally estimated. It also became evident that operating losses would be larger than we had estimated, and that such losses probably would continue over a period of several years in this particular market.

In these circumstances, it was our considered judgment that the undertaking would require, in capital outlay and operational losses, an investment which would be excessive in proportion to the financial capacities of this company. It appeared to us that the financial risk would be such as to jeopardize our existing broadcasting service.

MEMO to LOU SMITH, Louis A. Smith Company:

We are happy to know that WCKY is leading your list of stations in producing sales for Mountain View Nursery.

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

WHEN Arthur Godfrey (l) made his first stage appearance outside of New York City in Hartford, he was made a member of the "Needle Club," composed of the top political leaders of Connecticut. He is shown here during a special "Needle Club" broadcast on WDRC Hartford with Jack Zaiman (c), political editor of Hartford *Courant* and president of the club, and Walter Haase, WDRC manager.

MARYLAND PRESS
Asks Balto. Gag Lifting

LEGISLATION to prevent Baltimore courts from censoring crime news was asked in a resolution adopted Feb. 5 by the Maryland Press Assn., meeting at Baltimore. At its annual convention the association discussed Rule 904 of the Baltimore Supreme Bench, known as the "Baltimore Gag." Move is under way in the Maryland courts to extend the rule to the entire state.

The Maryland Press group named a committee to handle the assignment. State Senator P. G. Stromberg, of Ellicott City, publisher of a chain of weeklies, said he would sponsor legislation.

Three stations (WCBM, WITH and WFBR) were found guilty of violating the Baltimore court's gag rule and have appealed [BROADCASTING, Jan. 31, Feb. 7].

Text of the association's gag resolution follows:

Resolved that the legislature be requested to pass legislation denying the right of the judiciary of the State to pass rules or regulations that interfere in any way with the right of newspapers to publish such news as the officials owning or directing those newspapers see fit.

ROY THOMPSON

WRTA

25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially-rich Altoona. WRTA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

ABC 1240 KC

Altoona, Pa.

Represented by
ROBERT MEEKER ASSOCIATES

RADIO NEWS
Short Course at Minn. U.

FIFTY radio newsmen from Minnesota, the Dakotas, Iowa, Nebraska and Wisconsin are expected to attend the U. of Minnesota School of Journalism's third annual radio news short course Feb. 18 and 19 at Minneapolis.

The Northwest Radio News Assn. will hold business sessions during the two-day course, Orrin Melton, KSOO Sioux Falls, S. D., association president, announced.

James Lawrence, director of television news for KSD-TV St. Louis, will lead a course discussion on TV news operations and their impact on aural newscasting. Members of the KSTP-TV St. Paul staff will give TV news demonstrations.

Other radio newsmen on the program and the subjects they will discuss: Jack Shelley, WHO Des Moines, and Soren Munkhof, WOW Omaha, "Should the News Editor Also Broadcast?"; Glen Stadler, WDGY Minneapolis, "The Sins of the Radio News Editor"; Sig Mickelson, WCCO Minneapolis, president of the National Assn. of Radio News Directors, "The Responsibilities of the Radio News Editor."

News Research Discussion

Prof. Ralph O. Nafziger, Prof. Mitchell V. Charnley and other members of the School of Journalism staff will discuss "The Latest in Radio News Research." Leland H. Bauck, audio-visual engineer of the U. of Minnesota, will review the latest in tape and wire recorders.

Banquet speaker Friday evening will be William F. Brooks, NBC vice president in charge of news and special events.

Prof. Charnley, author of the new book, *News by Radio*, will be in charge of the course. William P. Jensen and E. F. Seehafer, of the School of Journalism staff, will assist him.

FILM DEVICE
Improves TV Sound, Says Fox

PERFECTION of a new mechanical improvement for sound in television film use is expected to reduce costs by as much as 50%, according to the George Fox Co., Hollywood.

New system reportedly makes it possible to adapt high fidelity double system recording to the speedy and economical single system now used by most major newsreel companies.

Firm reports that it will be able to provide for telecast purposes "a completely edited sound and picture print within three hours of filming." Sound recording unit which makes all this possible also is said to be designed so that it may be added to both 35-mm. and 16-mm. cameras, allowing use of either gauge film with the identical recording equipment.

The Patroon* of the week

FRANCES VELTHUYS

Media Director,
C. J. LaROCHE & CO.
Chicago

In agency work since 1937, first in research; then in media; then merchandising; and then back to her first love, media, Miss Velthuys handles media buying for all LaRoche Chicago office accounts. We welcome Miss V. with her fine talent for oil painting (on canvas, not houses) into the membership of the Patroons.

*PATROON
Aristocratic Landholder of the Hudson Valley

The Fact of the week

**WPTR has them all . . .
better facilities, better coverage,
better production, better promotion,
plus more square miles,
more listeners
for the advertiser's dollar.**

10,000 Watts of
POWER
Night and Day

Represented by RAMBEAU

WPTR

PATROON BROADCASTING CO., ALBANY, N. Y.

Legislative Burrs

(Continued from page 58)

scheduled for last Friday and it was considered a possibility that the ban might be a topic of discussion.

Relaxation of the ban to permit, at least, broadcast and wire recording coverage of hearings seemed probable.

Strong protests were filed by both NAB and the Television Broadcasters Assn. last week.

MBS Commentator Albert L. Warner, chairman of the House Radio Correspondents Assn., told BROADCASTING last Wednesday that Rep. John S. Wood (D-Ga.), chairman of the House probe committee, had promised to refer his protest to the full committee for consideration.

TBA, in a letter sent to Chairman Wood by its president, J. R. Poppele, pointed out that 54 video stations in 32 cities can now be connected with Washington by coaxial cable or radio relay to transmit to their audiences events of public interest in the Nation's Capital.

"It cannot be urged strongly enough," Mr. Poppele wrote, "that the . . . prohibition inadvertently discriminates against those American citizens who are not fortunate enough to be in Washington, or who cannot afford to come to Washington, as well as against those citizens, who, confined to their homes, private or public hospitals, or veterans hospitals must rely upon the new and ingenious television broadcast in order to witness the public proceedings and events in the Capitol and elsewhere."

TBA asked that an opportunity be afforded the television industry "to discuss with you the most reasonable, workmanlike and cooperative method by which, with due regard to the proprieties of such proceedings, this public service can be provided from time to time to the millions of American citizens who desire to 'attend.'"

A. D. Willard Jr., executive vice president of NAB, in a letter to Chairman Wood Feb. 5 charged the committee with discrimination against some forms of reporting.

Television, tape recordings and instantaneous broadcast of committee session, Mr. Willard pointed out, are new forms of journalism.

"To take a single example," he said, "tape recording is now used as were words in quotation marks in an old era of news reporting. The radio reporter, telling the story of an important hearing, can now drop into his dramatic narrative the very words of the man quoted, in his own voice. Television is no less graphic, to say the least.

Sweeping Decision

". . . your committee's decision is so sweeping as to deprive the American people of a great deal of truly priceless information. I urge, therefore, that it be at least reconsidered, and the representatives of radio and television be allowed to tell you how much it means to their audiences to keep them informed of the major work being done by your committee."

Edward R. Murrow, CBS commentator, said on his broadcast of last Tuesday that Rep. Wood had told him that he was "not at all sure that the committee isn't losing more than it's gaining by banning these modern instruments of communication."

A majority of committee members, telephoned by Mr. Murrow, "expressed similar views," the commentator reported. All said they were willing to reconsider their action of a fortnight ago.

In a broadcast a week earlier [BROADCASTING, Feb. 7] Mr. Murrow had pointedly wondered whether newspapers, whose reporters were not affected by the committee's decision, would rally to the cause of freedom of information—as they often have rallied in defense of their own freedom of news coverage.

Last Tuesday Mr. Murrow reported that "editorial apathy was widespread." "Here in New York," said Mr. Murrow, "two powerful organs of public opinion, the *Times* and the *Herald Tribune*, made no editorial comment, although their editorials did deal with such subjects as movie stars' earnings, winter driving, a wise woodchuck, Joe Louis and the liquor license, fragrance in February, the victory against smoke, and other matters that are presumably engaging the attention of metropolitan newspaper readers."

Mr. Murrow said in other major cities there was no significant editorial comment, save in Washington, where the *Post* commented favorably on the committee's decision and Boston, where the *Christian Science Monitor* regarded the action as "a very real step toward reform."

The Hoover Commission on government reorganization sent two of a series of 15 proposed reports to Congress.

First Report

The first dealt with overall organization of the executive branch of the government. It was recently presented to Congress by former President Herbert Hoover, chairman of the Commission on Organization of the Executive Branch of the Government [BROADCASTING, Feb. 7]. It was subsequently written into a legislative proposal (HR 2361) by Rep. William L. Dawson (D-Ill.), chairman of the Executive Expenditures Committee of the House.

This measure was favorably reported last week by the full Expenditures Committee and taken to the floor of the House where it met opposition before being passed by that body.

It was the absence of such exemptions that brought renewed opposition from Rep. Halleck.

Rep. Halleck contended that it would be "disastrous" to have the quasi-legislature and quasi-judicial functions of these agencies brought into the executive branch of the government "in such manner that their operations become political instead of non-political.

"Take, for instance, the matter of the FCC," he argued. "You may say that this is a completely far-fetched proposition, but it could happen. Suppose that the functions of the Federal Communications Commission were transferred to the Dept. of Commerce; you might have a situation under which radio licenses issued to stations might, on a pure political basis, be changed.

"People build up great businesses on the issuance of a license. They are to have that license as long as they use it in the public interest. And that is the value and the merit and the function of such a commission.

"As I say, it would be inconceivable to my mind that any such result would be brought about, but certainly there are some in the country, and I am afraid some in the government who would argue that even the quasi-legislative and quasi-judicial functions of those great agencies should be brought within the realm of the executive branch of the government, and, hence, subjected to political control."

Mr. Hoover had earlier warned Congress that it could expect opposition to government reorganization from officials whose agencies were affected.

The Senate Executive Expenditures Committee Feb. 7 heard Mr.

CBS's Albert Ward (l) and Werner Michel (center) discuss with Gordon Kinney, radio director of Advertising Council, *Work in Progress*, half-hour documentary based on the council's campaign for a better understanding of American economic system, presented by CBS Feb. 6.

WOC FIRST IN THE QUAD Cities

DAVENPORT, ROCK ISLAND, MOLINE, EAST MOLINE

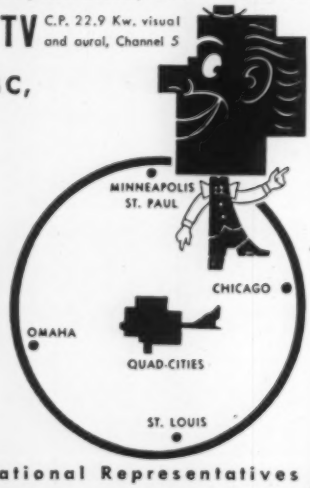
AM 5,000 W 1420 Kc. FM 47 Kw. 103.7 Mc. TV C.P. 22.9 Kw. visual and aural, Channel 5

Basic Affiliate of NBC, the No. 1 Network

WOC advertisers reach the biggest and richest industrial center between Chicago and Omaha, Minneapolis and St. Louis . . . get extra coverage of the prosperous Iowa-Illinois farming area on WOC-FM without additional cost. With complete duplication both stations deliver the entire NBC Network schedule and local programs to this rich farming area.

Col. B. J. Palmer, President
Ernie Sanders, Manager

DAVENPORT, IOWA



FREE & PETERS, INC., National Representatives

RESULTS?

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Maritimes Busiest Station

5000 WATTS—NOW!

Interested? Ask

JOS. WEED & CO.

350 Madison Ave., New York

Hoover urge adoption of the reorganization bill.

Among his recommendations to the Senate committee were: Creation of a staff secretary in the White House to keep the Chief Executive advised of activities in the various agencies; establishment of an office of personnel in the executive department whose director would also be chairman of the Civil Service Commission; development of many more capable administrators in the public service; a more orderly grouping of functions of government into major departments under the President with a clear line of control from the President to the department heads; strengthening of the office of the budget as the President's "managerial arm."

'Universally Applicable'

Reorganization, according to Mr. Hoover, cannot be accomplished completely unless it is "made universally applicable." The former President said that staff estimates indicate that once the reorganization reforms were in effect a saving of $3 billion annually would result.

In its second report to Congress the Hoover Commission concentrated on personnel recommendations.

The commission advocated revision of the government's hiring system to remove it from "political influence" and to attract better employes.

Higher salary ceilings for top civil service jobs, an adequate pay scale for federal employes and a veterans preference plan were recommended.

The Civil Service chairman, under the Hoover Commission plan, would be in the White House as a special Presidential adviser on personnel matters.

Departments and agencies, the report said, should pick their own employes and the civil service commission would function as an agency to fix employment standards and police the entire hiring system.

VFW Support

Unexpected support for inclusion of a housing census in the 1950 decennial population census was offered Feb. 9 by the Veterans of Foreign Wars. A housing census, in which a survey of receiver sets might be included, was advocated by Jack Carter, VFW national housing officer, during testimony on a housing proposal.

Three new registrations under the lobbying act were made at the Capitol by men representing firms associated with the broadcasting industry. Latest registrants were L. Byron Cherry and Gerard D. Reilly, both representing the General Electric Co., and Edward G. Kasch for Kraft Foods Co., a well-known radio sponsor.

Another bill to repeal wartime tax rates on telegraph, telephone, radio and cable services was introduced by Rep. George A. Smathers (D-Fla.). The measure (HR 2117) like others previously introduced on that subject was referred to the House Ways and Means Committee.

A high-ranking member of the House Ways and Means Committee, Rep. Aime J. Forand (D-R. I.) also introduced a bill (HR 2481) to wipe out the wartime excise tax rates and recalled that Congress had given its promise to repeal them six months after cessation of hostilities.

"This promise was not kept," Congressman Forand said, "but instead the Republicans during the 80th Congress passed legislation removing the termination date from the law and thereby made these war tax rates permanent legislation."

Daylight saving time proponents tasted of their first victory in the new Congress Feb. 8 when the Senate District of Columbia Committee unanimously approved S-135, authorizing the District Commissioners to determine each year if Washington will have fast time. Heretofore the matter has been resolved as it arose each year.

Sen. Edwin C. Johnson (D-Colo.) introduced a measure (S-868) Feb. 8, to provide that a clearing house be established in the Department of Commerce to provide for the dissemination of technological, scientific and engineering information to American business and industry. A similar proposal is contained in a bill previously introduced in the lower house.

FM DEFINITION

WQXR Adopts Station Break

IN AN EFFORT to eliminate confusion in listeners' minds regarding AM and FM radio, WQXR New York has adopted a new format for its station identification break.

Effective immediately, the station's announcement will be "WQRX New York, 1560 on your dial and WQXR-FM, 96.3 on FM sets."

Because some listeners, hearing the former dual identification, "WQXR, AM and FM," thought they were getting FM programs, the station was prompted to make the change. Station officials have written to other station managers suggesting they do likewise in order to clarify the AM and FM picture, and WQXR is instituting a spot announcement series pointing out the advantages of owning FM sets.

Electrical Living Show

SECOND Annual National Television and Electrical Living Show will take place Sept. 30-Oct. 9 at the Chicago Coliseum, according to Axel Kahn, president of the Chicago Electric Assn. Harry Alter is show chairman, and Arthur Holland, owner of Malcolm-Howard Agency, Chicago, will handle public relations and advertising.

RANCH RHYTHMS — *A Touch of the West in the OLD SOUTH*

★ ★ **AVAILABLE** ★ ★

PAUL BERLIN'S

RANCH RHYTHMS

10 a.m. to 10:15 a.m. CST segment

WHHM	Sta. B	Sta. C	Sta. D	Sta. E	Sta. F
5.2	4.2	3.4	1.3	1.2	1.1

Latest Memphis Hooper Continuous Measurement

Patt McDonald, Manager

FORJOE & CO.

NATIONAL REPRESENTATIVES

Member Association of Independent Metropolitan Stations

WHHM

INDEPENDENT—BUT NOT ALOOF

Memphis, Tennessee

IN THE Unique SPOKANE MARKET

A Billion Dollar Test Market Where Gross Buying Power Has Increased Nearly 200 Per Cent in the Past 8 Years.

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KGA's 50,000 WATTS of Protected Persuasive Power Extends and Increases the Market

• Any Petry Man Has the Facts

50,000 WATTS CLEAR CHANNEL

KGA

ABC AFFILIATE

Owned and Operated by Louis Wasmer

Radio Central Bldg.
Spokane 8, Wash.

Peron

(Continued from page 23)

Peron interests.

Confidential cables and memos exchanged by Messrs. Aikman and Yankelevitch disclose intimate details of the intrigue, with the former described by Senor Chibas as a leading Peron spy.

One report addressed to Senor Yankelvitch over the signature of Senor Aikman reveals need of haste in completing Peron negotiations with the Trinidad network in Cuba. The official IAAB translation of portions of this report follows:

> The problem, therefore, is urgent, and the only way to settle it is through the commercial way. Then the saying, "A dead dog cannot bite," will come true. Once they [Mestre interests and other Cuban stations] are eliminated from the radial [radio] world, our friends will remain in the power and then it would be easy to influentiate [influence] everywhere. But this will only be possibly attained by means of skill and knowledge of the atmosphere; counting upon the "economic power" to carry it out, of course.
>
> Are you willing to arrive to a commercial with my friend [Amado Trinidad] in order to get at the desired aim? I warn you that half measures are of no use here; the decision must be final, since my friend cannot risk his attitude being known if we don't get to an agreement. The official representation [the Argentine Embassy] is fully familiar with everything, and I believe, willing to confirm my opinion about the matter.

In another memo from Senor Aikman this revelation of plans is given:

> What we are planning with the friends of this house [RHC Cadena Azul and Amado Trinidad] is to displace him [Mestre] financially from the direction of CMQ; afterwards, and as result of this, to obtain his resignation of the presidency of the Inter-American Assn. of Broadcasters, in order to place friendly delegates to influentiate in the next voting, summoning for an special meeting of the General Assembly if it were necessary.

Senor Chibas charged that Senor Trinidad is the core of the vast circle of international intrigues "because Peron wanted to make RHC the center of his Latin American Federation of Broadcasters, a continental network of broadcasters defending the military dictatorships that are arising in America and standing against United States with the following countersign, backed by the Communists: 'Opposite to the Third World War, the Third Neutrality Front'."

His speech concluded: "Proofs in hand, we have discovered an international intrigue against American democracies in general and against Cuba in particular. We are acting in defense of public liberties in the American countries and of democratic institutions in our country, their independence and sovereignty. And we do so against the imperialism of Peron, of Wall Street, and Stalin, not with fallacious, deceitful and demagogical wordiness according to the Communist style, but with positive, constructive and forceful facts."

U. of MISSOURI School of Journalism Extension Service, is sponsoring a weekly class in radio news writing. Al Brandt, KXOK St. Louis news department, will conduct the class.

WARE Ware

ANNOUNCERS at WRMS Ware, Mass., will start dealing in double-talk March 1 when the call letters of the station are officially changed to WARE. Authorization for the change was granted by FCC Feb. 2. The station becomes the second outlet in the country bearing the same call letters as the town in which it is located, WACO Waco, Tex., being the first. Station reports letters of congratulation and appreciation have been received from Ware businessmen who believe the change will be of benefit to the community in additional advertising.

What Next?

(Continued from page 23)

the NLRB balloting which took place in that dispute. Repeal of T-H may mean that ACA in other disputes again will have recourse to the NLRB.

William Bender, vice president of the broadcast department of ACA, said death of T-H will mean a better balance of economic power in the broadcasting field. He acknowledged, however, that an act more favorable to labor will cost station operators more money.

"But it will be worth it to them," he said. "There will be greater stability through elimination of the present chaos where unions feel they have to fight or be wiped out. If station costs go up, it will be an investment worth the cost."

He said ACA looked to the time when it could, in a strike situation, use secondary boycotts, including boycotting of sponsors, or appeals to sponsors to stop using struck stations. He believed repeal of the T-H Law would make this possible.

Clarence Westover, executive secretary of NABET, said that if the T-H Law is killed, his union hopes to revert to the principle of the closed shop which the law prohibited. A spokesman for the AFM said the same thing. Both organizations have clauses in contracts which permit reinstating of the closed shop in event Congress changes the labor picture.

Newman Burnett, executive secretary of RTDG, said the T-H Law repeal would aid radio unions like his own because it would eliminate much of the fight over supervisory employes. He felt repeal of the supervisory employe limitations would also aid other unions in the broadcast field, many of which have men of professional standing as members. Roy Langham, national executive secretary of the Radio Writers Guild, said the same thing was true of his organizations.

Sylvia Sheridan, representative of the Radio Guild, United Office and Professional Workers of America, CIO, foresaw increased organizing efforts if T-H is repealed. The result, she said, would be higher wages in both union and non-union stations, with operating costs necessarily going up.

"With red tape removed," she said, "you can expect organization drives to begin. Many union officers, which have used the T-H Law as an excuse for not organizing, will be on the spot and will have to get out and work."

FCC-STATE DEPT.

To Discuss Overseas Shows

THE FUTURE of international broadcasting in the U. S.—whether private operation and/or the "Voice of America" should be expanded, reduced, or discontinued—will be studied in a special FCC-State Dept. conference called by State Dept. officials for late this month, it was reported last week.

If the Mexico City High-Frequency Broadcasting Conference is still in progress, the meeting would be a preliminary session since questions relating to frequency assignments, for example, would have to await the outcome of the Mexico City meeting.

If the Mexico City conference has broken up or completed its work, the FCC-State Dept. conferees presumably would be free to explore the whole field of U. S. international broadcasting activity including (1) the future of the "Voice"; (2) the future of international broadcasting via privately owned stations, and (3) in event the Mexico City conference ends without an agreement, the frequencies, hours and target areas of U. S. operations.

WMPS
MEMPHIS
68
On Your Radio

10,000 W DAY TIME
5,000 W NIGHT TIME

Represented by
RADIO REPRESENTATIVES, INC.

NBC Code Relaxed

(Continued from page 25)

aways would "fall of their own weight"—that listeners would become bored when they began to understand the extremely slight chance they had of winning. This did not materialize either, the executive said. Instead, some giveaways have reached the top ranks of popularity, and an indication to NBC that listeners who harbor no notions of winning themselves find entertainment in hearing others fall heir to fortunes.

The fact that NBC now believes giveaways are entertaining and are not holding their audiences only by extending the hope for reward exempts them therefore from the network's code provision (which is also in the NAB code) against audience buying.

The network's revised attitudes towards mysteries and giveaways will be explained Feb. 28 and March 1 at the two-day meeting in Chicago of NBC affiliates. Affiliates will be asked for their reactions, and if they agree, the changes will be instituted, it was said.

Another matter which NBC executives will discuss with the affiliates will be decision a fortnight ago to open the network to transcribed programs. This decision, it was said, was reached after Charles R. Denny, NBC executive vice president, and John F. Royal, vice president and special program consultant to Mr. Denny, had visited the West Coast and discussed transcriptions with NBC talent.

A majority of NBC stars, it was reported, vigorously urged the adoption of transcriptions. The talent pointed out that shows were more flexible than live ones, that editing was possible, that smoother performances were possible, that the inflexible deadlines of live production would not have to be met.

Preventive Move

"We faced the danger of losing even more talent unless we admitted transcriptions," one NBC official said.

Meanwhile, as NBC was beginning to rid itself of what it regarded as burdensome ethics, CBS issued an announcement detailing the Hooperating triumphs of its Sunday evening line-up which is accelerated generally by its recently captured Jack Benny show.

On Feb. 6, CBS said, Mr. Benny's share of audience was 64.6% as compared with 22.9 for Horace Heidt in the same time on NBC. Mr. Benny's Hooperating was 27.8; Mr. Heidt's 9.9. The CBS *Adventures of Sam Spade* on Feb. 6 got a Hooperating of 13.8 and a share of audience of 29.3. Fred Allen, in the same time on NBC, got a Hooperating of 11.3 and a share of audience of 23.4.

CBS also reported that its Spike Jones show's Hooperating was 11.5, its share of audience 29.7. The NBC Ozzie & Harriet's Hooperating was 9.6, its share of audience 23.5. CBS's *Amos 'n' Andy's* Hooperating was 18.7 and NBC's Phil Harris-Alice Faye got a Hooperating of 16.3.

The CBS Sunday evening schedule will receive further strengthening next fall when Edgar Bergen and his dummy associates join that network in the 8-8:30 p.m. spot, sponsored by Coca-Cola, through D'Arcy Advertising.

The starting date for Mr. Bergen was set last week as Oct. 2, with his show originating in Hollywood. Television plans for the ventriloquist are as yet unset.

In Hollywood Frank Sinatra announced that he is resigning from the *Hit Parade*, sponsored by American Tobacco Co. (Lucky Strike cigarettes) at the end of the present season, probably in May. The *Hit Parade* is slated to continue on NBC with another featured singer according to BBDO, the agency handling the American Tobacco account. Perry Charles, the Sinatra press agent, told newsmen in Hollywood that Frank Sinatra planned to fly to New York to "resume negotiations" with CBS on a possible switch to that network.

ORE. NEWS BILL

Backed by Broadcasters

RICHARD M. BROWN, general manager of KPOJ Portland, Ore., is spearheading the Oregon Broadcasters Assn.'s drive for legislation to grant radio newsmen the right to withhold sources of information [BROADCASTING, Feb. 7]. The Oregon measure is similar to that introduced by other broadcasters throughout the country.

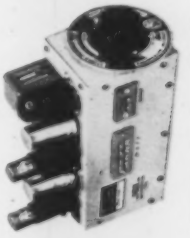
Known as Senate Bill No. 66, and introduced by State Sen. R. D. Holmes, the bill asks for:

An act relating to the privileges of newspapers or radio broadcasting, and/or radio and press associations with respect to sources of information procured for publication or broadcast.

Be It Enacted by the People of the State of Oregon.

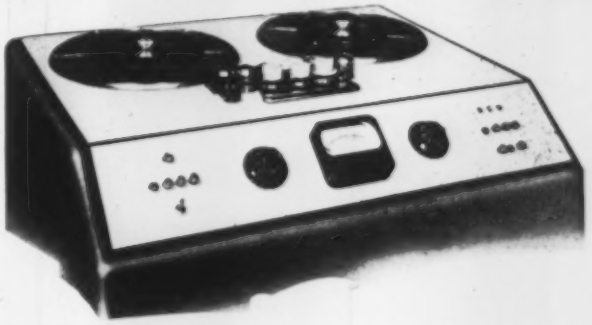
Section 1. A newspaper publisher, editor, reporter, or radio station licensee, newsman, commentator, announcer, or other person connected with or employed upon a radio broadcasting station or newspaper and/or radio or press association cannot be adjudged in contempt of court, the legislature, or any administrative body, for refusing to disclose the source of any information procured for publication or broadcast, whether published or broadcast in a newspaper or over a radio broadcasting station. For the purpose of including television, facsimile, and other methods of communication within the protection of this section, the term "radio" or "radio broadcasting station" as used herein, shall be given the same meaning as such term is given under the provisions of the Federal Communications Act of 1934, as amended.

Section 2. This act shall be known as the "Radio-Newspaper-Television Protection act."



It is no longer necessary to use a separate equalizer for each pickup. The 622 Six Position Equalizer, usable with any and all modern pickups, mounts on your transcription table in place of your present equalizer. You can now experiment with various pickup cartridges knowing you are getting the best available performance from each. Both lateral and vertical transcription arms can be connected and selected without switching — by simply using the proper setting of the 6-position control knob. A Micro-Groove arm may also be added. This Fairchild Preamp-Equalizer precludes obsolescence; frees one preamplifier; provides for cuing and monitoring; eliminates low level hum problems; and is an investment in economy. Write for complete details.

FAIRCHILD PROFESSIONAL TAPE RECORDER



The Fairchild Professional Tape Recorder is the only top quality equipment designed from the start to deliver the ultimate in performance at a tape speed of 15 instead of 30 inches per second. New and advanced theory and design have resulted in performance which exceeds the requirements set by the latest proposed NAB specifications and formerly thought possible only at 30 inches per second. No compromise has been made in meeting the most exacting requirements for signal-to-noise, frequency response or minimum distortion limits. This means double the continuous recording time, half the cost of tape and nicer controls of starting, stopping, spotting, editing, etc. 7½ or 30 inches per second operation may, of course, be included for special applications.

Nothing has been left undone to make this the finest professional tape recorder. However, despite its performance which we believe exceeds that of any other equipment regardless of price, it is being sold at the lowest figure our anticipated production will permit. Currently, orders are being scheduled for delivery in approximately 30 days at its present low price of $2,750. Details are available for prospective users.

MICRO-GROOVE RECORDING . . .

Are you aware that Fairchild Synchronous Disk Recorders and Transcription Arms are handling the rigid requirements of recording and reproducing Micro-Grooves for the most critical users? Write for detailed information.

LIP SYNCHRONOUS Sound-on-Film

Synchronous disk recording and playback for use with motion pictures and television is available with the Fairchild #539 Portable Disk Recorder. Used in making "Louisiana Story", one of the top ten movies of 1948! Write for details.

Fairchild
RECORDING EQUIPMENT CORPORATION

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WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
A B C Affiliate
Representative: J. P. McKINNEY & SON

1948 IER

18th Yearbook Published

EDUCATION ON THE AIR (18th Yearbook of the Institute for Education by Radio). Edited by O. Joe Olson. 478 pp. Columbus: Ohio State U.

PROCEEDINGS of Ohio State U.'s 18th Institute for Education by Radio, held April 30-May 3, 1948, at Columbus, are covered in this volume.

One of the book's nine chapters is devoted to "The New Medium of Television." The TV chapter includes presentations on "Present-Day Television" by Nathan M. Rudich, video director of Gainsborough Assoc., New York; "Television Production" by Martin A. Gosch, New York TV producer; "Cincinnati's 'Nervous Murals'" by Milton S. Allison, WLWT (TV) Cincinnati, and "Television and Agricultural Information" by Kenneth M. Gapen, assistant director of information for radio and television, U. S. Dept. of Agriculture, Washington.

Also included in the television chapter are summaries of two panel discussions, one led by Mr. Rudich on "Television Programming and Production," the other by Lucille Clarke, radio chief of the American Red Cross North Atlantic area, on "Television: A New Factor in Interpreting Community Agencies."

Other chapter headings, as follow, indicate the wide scope of the book's contents: "International Aspects of Radio"; "Radio Policy in America"; "Radio in Organized Education"; "Radio Programming and Production"; "Specific Program Areas of Radio"; "Organizations Utilizing Radio" and "Research Techniques and Problems."

FIRST 15 PACIFIC HOOPERATINGS

January 1949

EVENING

Program	No. of Cities	Sponsor & Agency	Hooperating	YEAR AGO Hooperating	+or—	Pos.
Jack Benny †	6	American Tobacco (BBDO)	39.0	35.7	+3.3	1
Winchell (2 mos) †	6	Kaiser-Frazer (Weintraub)	30.2	30.0	+0.2	4
McGee & Molly	6	Johnson & Son (NL&B)	29.0	28.0	+1.0	5
Horace Heidt †	6	Philip Morris (Biow)	26.0	14.8	+11.2	28
Bob Hope	6	Lever Bros. (Y&R)	25.7	33.6	—7.9	2
People Are Funny	6	B. & W. Tobacco (Seeds)	25.7	13.9	+11.8	37
Radio Theatre	6	Lever Bros. (JWT)	22.5	20.1	+2.4	10
Bing Crosby	6	Philco (Hutchins)	20.3	17.2	+3.1	19
The Whistler	6	Signal Oil (Stebbins)	20.1	12.8	+7.3	42
L. Parsons (2 mos) †	6	Jergens (Orr)	19.8	12.4	+7.4	47
Sam Spade	6	Wildroot (BBDO)	19.4	18.4	+1.0	12
Dennis Day	6	C-P-P (Bates)	19.1	14.5	+4.6	34
Harris-Faye	6	Rexall (BBDO)	19.1	24.1	—5.0	8
Fred Allen	6	Ford Dealers (JWT)	18.0	27.7	—9.7	6
Skippy Theatre	5	Rosefield Packing (G&G)	17.6	14.1	+3.5	36

† Includes first and second broadcasts

'MESS OF SURVEYS'

Palmer Cities Need for One Standard Firm

By FRED A. PALMER
PRESIDENT, FRED A. PALMER CO.
COLUMBUS, OHIO

THE PROBLEM:

Several years ago . . . I pointed out that we had a "mess of surveys"—Hooper, Nielsen, Conlan, Ross Federal, Pulse, Whan, Hooper-Holmes, a dozen other small survey companies and some stations making their own surveys! All this "mess of surveys" against the newspapers' single standard Audit Bureau of Circulation.

I recommended that either by merger, by creating a new organization or using the facilities of Western Union, we establish a single standard of radio surveys, based on the following points:

1. **Adequate sample: An industry committee would determine what would constitute an adequate sample for any community using either coincidental telephone, mail, door-to-door, mechanical instrument, etc., or any combination of these.**
2. **Proper supervision: It has been proven again and again that research employes are human and liable to error. Some kind of adequate supervision should be used to minimize error.**
3. **Open to public inspection: If statistician A adds up a column and gets rating 6.4, any other statistician or interested party should be able to add up the same column and get the same result.**

I suggested that if this plan were followed, it would save the industry several million dollars a year—would enable us to obtain a reliable survey in any market in America no matter how small.

A PROPOSED SOLUTION:

BMB was organized. A prominent agency secretary said: "This is a *step* in the right direction." The industry is spending more millions than ever on surveys and is more confused today than ever before. Many station managers have told me: "BMB is no earthly use to us as a sales help, but I guess the agencies want it." Some agencies swear by it, some swear at it, while some request mail response pattern, half millivolt coverage plus some success stories, and they seem to do all right, too.

SOLUTION:

In spite of the "mess of surveys" that we are now in, there is one crystal clear solution. We must have a single standard radio survey based on adequate sample, proper supervision, and open to public inspection. While we have been taking a staggering "step in the right direction," the newspapers have made impressive gains. We are so afraid of hurting the feelings of the many survey companies that we are hurting the entire radio industry.

Costs of operation are still going up—profits are still going down—many stations are having utmost difficulty keeping their heads above water. Either let BMB give us the complete solution to a single standard radio survey that will compare with the newspaper ABC or let's junk BMB.

CANADA RATINGS

'Lux' Show Is First

ONLY ONE Canadian evening program rated among the first ten network shows in January in Canada, according to national ratings released Feb. 8 by Elliott-Haynes Ltd., Toronto. Ten most popular programs, of total of 40 English evening programs, were *Lux Radio Theatre*, rating 35.4, *Fibber McGee & Molly* 33.5, Fred Allen 29.2, *Amos 'n' Andy* 28.5, *Adventures of Ozzie & Harriet* 24.7, Bob Hope 24.6, *Wayne & Shuster* (Canadian program) 22.4, *Album of Familiar Music* 22.0, *Twenty Questions* 21.9, and *Music Hall* 21.9.

First five English-language daytime programs for January, of total of 14, were *Ma Perkins* 18.1, *Pepper Young's Family* 17.1, *Big Sister* 16.4, *Happy Gang* 16.4 (Canadian program), and *Right to Happiness* 16.3.

Of total of 31 French-language evening network programs in January, leading five, all Canadian-produced, were *Un Homme et Son Peche* 39.2, *Radio Carabin* 37.4, *Enchantant de la Vivoir* 34.5, *Metropole* 32.6, and *Ralliement du Rire* 31.0. Five leading French-language daytime programs, of total of 13, were *Jeunesse Doree* 31.5, *Rue Principale* 30.1, *Quelles Nouvelles* 23.0, *Les Joyeux Troubadours* 22.9, and *Grande Soeur* 22.9.

PACIFIC HOOPERS UP

Due to Cold Snap

RADIO listening on the Pacific Coast in January, a month of unusually cold weather which kept people at home, was at an all-time high, C. E. Hooper Inc. reported last week.

In January the average evening sets in use was 39.1, 10% higher than previous Hooper record. Average daytime sets in use was 19.3, a 5% gain over the earlier record. [For Pacific Program Ratings see above.]

Yes **KFYR**

550 KC 5000 WATTS
NBC AFFILIATE
BISMARCK, NO. DAKOTA

comes in loud and clear in a larger area than any other station in the U. S. A.*

*ASK ANY JOHN BLAIR MAN TO PROVE IT.

AT&T LINKS

Interconnection Policy Scored by FMA

INTERCONNECTION policy of American Telephone & Telegraph Co. was attacked from another direction Friday as FM Assn. charged it violates both the Communications Act and the anti-trust laws.

The policy, by which the telephone company refuses to connect its intercity links with those of private broadcasters except to cover areas where it has none of its own, has been under the fire of telecasters and is now before the FCC for a decision in the Commission's probe of rates for TV network facilities.

FMA brought its charges separately in a letter protesting an AT&T subsidiary's alleged refusal to provide intercity facilities to connect some of the stations of a nine-station FM network in the Midwest for a broadcast on Dec. 10.

Many of the stations are close enough together to permit linking by direct pickup or broadcasts, but some are separated by distances requiring intercity relay facilities which the AT&T subsidiary refused to furnish, FMA charged.

Four Unable to Broadcast

Because of the action of the subsidiary—Northwestern Bell Telephone Co.—four of the nine stations "were unable to broadcast the network program contemplated," the letter declared.

Filed by Leonard H. Marks, FMA counsel, the letter asked FCC to invoke provisions of the Communications Act looking toward "reparation" to the stations by Northwestern Bell and also to require AT&T and the subsidiary to modify their practices.

The stations are KFMX Council Bluffs, Iowa, which was to have originated the Dec. 10 broadcast; KSCJ-FM Sioux City; KFMY Fort Dodge, Iowa; KGLO-FM Mason City; KDTH Dubuque; WBNB Beloit, Wis.; WILA Woodstock, Ill.; WKAS Waukegan, Ill.. and WEAW Evanston, Ill. The four which reportedly were unable to carry the network program were KFMX, KSCJ-FM, KFMY, and KGLO-FM.

The FMA letter said Northwestern Bell did not specify the basis for refusing to furnish the requested channels but that apparently the basis was the company's interconnection policy.

The association cited a Federal District Court decision in the Pullman Case to support its contention that the telephone company's action violated the anti-trust laws.

It also noted that the Justice Dept., in its anti-trust suit against AT&T and Western Eectric Co. last month, charged that AT&T "has continued its policy of prohibiting radio stations from interconnecting non-Bell wire circuits with Bell System long-distance interchange facilities."

Hits Refusal

The association continued:

"It is obvious that the refusal to interconnect Bell System long-distance interchange facilities with the partial network facilities . . . which these FM stations planned to furnish by direct radio pickup is as obnoxious to the anti-trust laws as the refusal to interconnect such Bell facilities with non-Bell wire circuits."

The alleged violations, FMA continued, "impose a very serious hardship upon the members of the association as well as upon other FM stations, since, as the Commission is well aware, FM commercial operation has not brought large financial returns and FM stations are therefore totally unable to comply with the totally unjust and unreasonable—and therefore unlawful—practices and regulations of the telephone company."

Under its procedure with such complaints, FCC will call upon AT&T to satisfy the complaint or answer it in writing. If the company chooses to answer rather than satisfy it, then the Commission will investigate the charges "in such manner and by such means as it shall deem proper," according to the Communications Act.

Mr. Marks sent copies of the FMA letter to Herbert A. Bergson, assistant attorney general, as well as to AT&T and Northwestern Bell.

CO-OP SPONSORS

Happy With WJEF Show

COOPERATIVE sponsorship of *Your Date With Music* on WJEF Grand Rapids, Mich., has produced such satisfactory results for the sponsors that they have all renewed. The half-hour record show, four nights a week, features a letter-writing contest on favorite bands and vocalists with nightly and weekly prizes offered by the sponsors.

The daily winner receives a Toni Home Permanent Kit, a tube of Toni Cream Shampoo and a pair of Puffin Nylon Stockings from Paul Steketee & Sons department store, all cooperatively supplied.

Daily winners compete for the weekly award—an evening's entertainment for two supplied by WJEF and the sponsors. This includes dinner at the Mocha Room of the Pantlind Hotel, supplied by the hotel; an orchid corsage and boutonniere from Arthur F. Crabb, florist; a souvenir photograph taken by Bultman Studio, and taxi service supplied by the Yellow Cab Co. of Grand Rapids.

WJEF provides tickets for the couple for the week's outstanding entertainment—a first-run movie, a road show or concert by a name band.

Commercials are worked into the script, which is written by Don Richardson. John Maters is m.c. of *Your Date With Music.*

'Texas Forum'

A REGULAR weekly broadcast by Texas Senators and Congressmen in Washington is planned by the Texas State Network starting Sunday, Feb. 20, according to Gene L. Cagle, network president. Called *The Texas Forum of the Air*, the program will be aired Sunday at 6 p.m. (CST) over the 17-station network.

SW STATION BILL

Would Transfer to State Dept.

A BILL (H. R. 2282) which would transfer property and equipment rights on certain wholly-owned U. S. shortwave stations from the Reconstruction Finance Corp. to the Secretary of State, was introduced in the House of Representatives Feb. 3 by Sol Bloom (D-N.Y.).

The stations, all ranging from 50 kw to 200 kw and the only completely government-owned radio properties in the country, are licensed to CBS, NBC and Crosley Radio Corp. They are: KCBA KCBF KCBR (CBS) Delano, Calif.; KNBA KNBI KNBX (NBC) Dixon, Calif.; WLWO WLWK (Crosley) Mason, Ohio, and WLW1 WLW2 WLWR1 WLWR2 WLWS1 WLWS2 (Crosley) Bethany, Ohio.

The transfer would be purely administrative, it was emphasized, and would be effected without reimbursement or transfer of funds. Payment for land and buildings, with respect to these stations, is currently made to RFC. The bill provides that the State Dept. would assume all obligations of RFC covering operation of these facilities.

The stations are programmed by the State Dept.'s Office of International Information under immediate supervision of the International Broadcasting Division.

WE HAVE THE FORMULA

Time buyers know that some stations pay, while others do not. Time buyers who've tried WAIR are loud in their praise of its selling power.

WAIR

Winston-Salem, North Carolina
Representatives: Avery-Knodel, Inc.

• LEADERSHIP IS EARNED • LEADERSHIP IS EARNED •

$81,238.00

WORTH OF PROMOTION FREE to WSYR and NBC Advertisers in 1948

That's what the bill would total at regular rates for WSYR's program promotion last year in

Daily Newspaper Advertising
Spot Announcements
Station-Break Tag Lines
Window Displays • Mailings to Dealers
Preparation of Publicity
Outdoor Displays

WSYR SYRACUSE 570 kc – 5000 watts
NBC Affiliate in Central New York

Headley-Reed, National Representatives

• LEADERSHIP IS EARNED • LEADERSHIP IS EARNED •

To One Million People CBS Means WDNC

DURHAM
North Carolina
5,000 WATTS
620 KC

PAUL H. RAYMER, REP.

Open Mike

(Continued from page 18)

WCAO is listed as operating on 360 meters, which is 833 kc.

Incidentally, this last named booklet along with a letter from the management of WWJ was sent to me attesting to the fact that I was, at that time, the listener who had received station WWJ the greatest distance. At the time I was radio operator on the *S. S. Chilore* and the ship was off the coast of Chile and the next day when we docked at Cruz Grande, Chile, I wrote a letter of confirmation of reception of their program. They replied that that was a record. I had beaten some postmaster out in Hawaii. Picked up on the regular ships wireless telegraph receiver with a couple tubes in it. Ah, those dear dead days!

Howard O'Day
3811 Penhurst Ave.
Baltimore

[Editor's Note: Congratulations on your alert criticism. Material for the Baltimore Market Story came from station executives who did not tell us of early changes in WCAO's frequency.]

AWB CONVENTION

Agenda Details Announced

AGENDA details on the sixth annual convention of the Assn. of Women Broadcasters division of the NAB were reported in Chicago Thursday by Mrs. Elizabeth Marshall, District 9 chairman in charge of arrangements and assistant director of WBEZ Chicago, Board of Education station.

Dr. Preston Bradley, pastor of the People's Church, Chicago, will give the invocation at the conference, to be conducted March 10-12 at Chicago's Drake Hotel [BROADCASTING Feb. 7]. Charles Caley, chairman of NAB's Ninth District, has been asked to introduce Judge Justin Miller, NAB president, guest speaker at the opening-day luncheon. NAB board members from nine states bordering Illinois have been invited also.

The evening reception Thursday, opening day, will be given by J. Walter Thompson agency. New members will be welcomed and winners of special prizes will be interviewed at the microphone in the hotel ballroom.

Mars Renews

MARS Inc., Chicago, has renewed *Dr. I. Q.* (Mondays, 8:30 p.m. CST) on NBC network of 135 stations for 52 weeks from March 28. Show has been sponsored nine years, with Mars as backer for seven. Agency is Grant Advertising, Chicago.

Hennock in Florida

FCC COMR. Frieda B. Hennock was at Miami Beach, Fla., last week on doctor's orders, after developing a sinus condition and Virus X the preceding week.

'YUNOWATT' APPLICANT

WLBR Claims Paper Avoided Word 'Radio'

FCC WAS TOLD last week that one of its AM applicants is owned by a newspaper which has avoided use of the word "radio" in its news columns and charged advertisers extra for references to their programs on the local station.

The charge was made by WLBR Lebanon, Pa., against an application filed by Steitz Newspapers Inc., which is seeking a new 500 w daytime station on 1430 kc at Lebanon.

WLBR General Manager Lester P. Etter submitted an affidavit and photostats of copies of the paper to show that the *Lebanon Daily News*, owned by the owner of Steitz, substituted "wireless," "receiving sets," and "yunowatt" when it means "radio." When FCC Chairman Wayne Coy was nominated, he was described as "wireless director" of the *Washington Post*.

Mr. Etter said that since WLBR went on the air in November 1946 "and until quite recently" the *News* "has consistently failed to give radio any credit in its news columns and, in fact, in many instances has sought to discredit radio."

He said the *News* used the word "radio" in a story bearing the headline "Cancellation of Advertising Hitting Radio." The story reported that "radio men are stung by the present wave of cancellations" and brought out that advertisers are turning to newspapers and magazines, he declared.

When school was closed because of a deep snow, he said, the paper headlined a story "Hundreds at School Despite Closing" and reported that school officials had "only meager means of making their decision [to close the schools] public." The fact, he said, was that the decision was carried by WLBR in broadcasts described by school authorities as "almost 100% effective."

When the Steitz application was filed, Mr. Etter asserted, the *News* carried a "routine" AP story from Washington "without identifying itself as the party in interest in the Steitz Newspapers."

The newspaper carries a listing of "network programs on out-of-town stations and on Saturdays a religious schedule of Philadelphia stations," but refused to carry WLBR's program listings until the station agreed to pay for the space, he charged.

"Radio contract rates for this purpose are about 30% greater than the comparable base rate for local retail advertisers," he said. "Also, advertisers on WLBR who mention their radio programs and the call letters of the station in their advertisements in the newspaper are required to pay an additional rate for the space so occupied."

The Steitz application, filed last November, maintains, however, that "the applicant is fully cognizant of the broad and specific responsibilities of broadcast licensees with regard to matters generally construed as being in the public interest, and is fully prepared to discharge these obligations with every resource at its command."

Steitz is owned by the Lebanon News Publishing Co., which publishes the *Lebanon Semi-Weekly News* in addition to the *Daily News*. The parent company is controlled (62.4%) by the A. B. Schropp estate, with John Schropp, promotion manager of the publishing company, holding 25% and President Henry L. Wilder, managing editor, owning 12.425%. Adam S. Wilder, son of Henry S., is president of Steitz Newspapers and editor of the parent company.

The Steitz application said the proposed station, to be built at an estimated cost of $47,950, would employ a staff of 12, "each of whom will be required to be experienced in the broadcast field and to reside in Lebanon County and take an active interest in the civic organizations of the community."

The photostats submitted by Mr. Etter were from tear sheets from 11 issues between Dec. 10, 1946, and Feb. 28, 1948.

AGENCIES
ADVERTISERS
STATIONS

Announcing . . .

1949 RADIO-TV MAP

ACCURATE TO JANUARY 1, 1949

Attractive three color map shows AM-TV stations in U.S., its possessions and Canada . . . by city . . . county, state—territory . . . province . . . plus time zones.

Excellent for presentations. Ideal to demonstrate coverage . . . plot network and national spot campaigns. Printed on durable white stock—35" x 25". Suitable for framing.

60c PER MAP
50¢ ea. 10 or more
40¢ ea. 50 or more
Include payment with order.

BROADCASTING • TELECASTING
NATIONAL PRESS BLDG., WASHINGTON 4, D. C.

A $1 MILLION fire, 20-degree-below-zero temperatures and no power or teletype service at its studios made operation difficult for KDIX Dickinson, N. D., last week. Most of the operations were moved to the transmitter and studio programs were originated in the Community Bldg., which, due to the fire, had no heat. Here Peg Graham and Bill Mason put on *Women's Club of the Air* from the Community Bldg. as other KDIX staffers shiver.

IT&T BUYS

Farnsworth Radio & Tele.

INTERNATIONAL Telephone & Telegraph Co. announced Wednesday that it intended to enter the television receiver manufacturing field by acquiring Farnsworth Radio and Television Corp.

A majority of the board, headed by 67-year-old founder and chairman, Sosthenes Behn, approved the plan for his $515 million communications system to buy the $10 million Farnsworth company.

Rumors also have persisted that this entry of IT&T into video receiver manufacture would be followed by acquisition of other companies. Mentioned have been Raytheon Manufacturing Co., Admiral Corp. and Emerson Radio & Phonograph Corp.

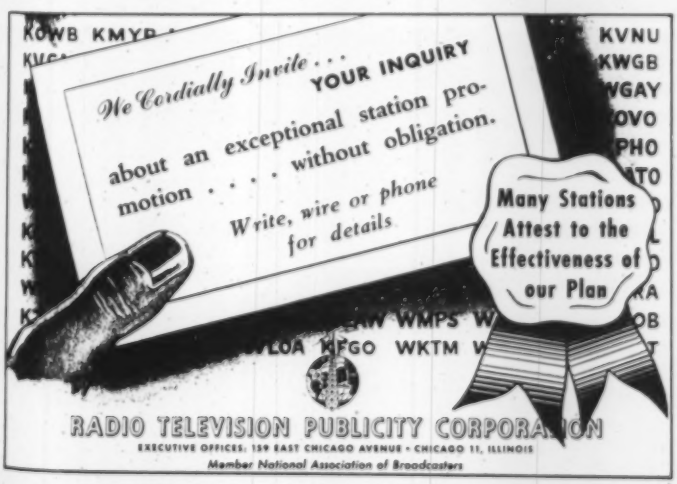
The IT&T announcement said "agreement in principle" had been reached with Farnsworth on the acquisition on the basis of one share of IT&T stock for each 12 shares of the 1,680,568 shares of Farnsworth. The day of the announcement, IT&T stock closed on the New York exchange at 9¼ (a gain of ⅜) while Farnsworth finished at 2⅞, off ⅝. Later, on the San Francisco and Los Angeles exchanges, Farnsworth slumped to 1½.

Farnsworth has an application pending at FCC for consent to sale of its WGL Fort Wayne, Ind., for $150,000 to Fort Wayne *News-Sentinel*. Rival bid for WGL has been filed by Anthony Wayne Radio Co., Inc., new firm including ex-FCC Chairman James Lawrence Fly [BROADCASTING, Feb. 7],

The sale itself is expected to take the form of a transfer of all assets of Farnsworth subject to its stated liabilities. Pending confirmation of the sale, IT&T is making a $1 million secured advance to Farnsworth to enable it to pay certain of its obligations and replenish its working capital.

IT&T made it clear that if the sale is consummated by approval of the Farnsworth board and by fulfillment of conditions primarily agreed to by both sides, it expects to continue to manufacture in the Farnsworth Fort Wayne plant and intends to continue the Capehart distributor and dealer organization, a Farnsworth affiliate.

WNJR Newark is now operating WNJR-FM and will duplicate programs on the two stations as soon as engineering tests are completed.


We Cordially Invite . . .
YOUR INQUIRY
about an exceptional station promotion . . . . without obligation.
Write, wire or phone for details
Many Stations Attest to the Effectiveness of our Plan
KVNU
KWGB
KOVO
WMPS
WKTM
RADIO TELEVISION PUBLICITY CORPORATION
EXECUTIVE OFFICES: 159 EAST CHICAGO AVENUE • CHICAGO 11, ILLINOIS
Member National Association of Broadcasters

SPOT RATE BOOK

Proposed by Chicago NARSR

PREPARATION of a station rate book with estimates of spot radio available within given budgets for the use of timebuyers was proposed at the organization meeting of the Chicago Council, National Assn. of Radio Station Representatives, Thursday. T. F. Flanagan, managing director of the NARSR, led discussion among 24 executives of Chicago's 14 radio representative firms during a three-hour session. He was introduced by John Blair, president of John Blair Co.

After Mr. Flanagan briefed members on current FCC hearings concerning network representation of affiliated stations not owned and operated by them, he suggested methods by which association members could give improved service to spot broadcasting buyers and users. In addition to the proposed rate book, members talked of possibility of releasing periodic indices of spot business with estimates of business growth and trends.

Purposes Outlined

Purposes of NARSR's recent spot radio presentation, and its promotion book *Spot Radio Lets You Decide*, were outlined with ten plans for the most effective exposure of data to the trade. Framework of plans offering special services to agencies was debated by the group, along with preparation of reports on spot radio activities for specific accounts.

Mr. Flanagan made suggestions at the closed session to the Chicago council about its recent organization. The NARSR executive committee authorized the organization "as a means of keeping Chicago-area members in close touch with association activities, and to give them the opportunity to make recommendations to directors on matters of importance," Mr. Flanagan said. He was "very pleased at the spirit of cooperation" among members.

The next meeting of the Chicago council will be March 3.

New WMAQ Tower

PRELIMINARY transmission tests of WMAQ Chicago's new 250-foot emergency antenna tower were completed last week at the AM transmitter site 30 miles west of Chicago, according to Howard Luttgens, NBC Central Division chief engineer. Part of a rehabilitation program begun a year ago, the self-supporting steel tower is capable of transmitting WMAQ's 50 kw signal, Mr. Luttgens said. Emergency unit replaces two wooden antenna masts and includes a tuning house and transmission line equipment. Regular transmitter antenna is 490 feet high.

WEBR

BUFFALO COURIER EXPRESS STATION

BUFFALO AND THE NIAGARA FRONTIER

Where more than a MILLION spend more than a BILLION a year!

5000 WATTS DAY & NIGHT AT 970 KC

OUR NEW COVERAGE MAP—

...a pleasure to show a client!

WRITE FOR IT TODAY

MUTUAL BROADCASTING SYSTEM
WEED & CO. *Representatives*

AM GRANTS

Issued in Kan., N.M.

TWO NEW AM stations were granted by the FCC last week, one for Ottawa, Kan., and the other for Clayton, N. M.

New grantee at Ottawa is Ottawa Broadcasting Co., receiving construction permit for 250 w daytime on 1220 kc, subject to filing modification to specify transmitter site and antenna system meeting requirements of Commission's standards.

Ari-Ne-Mex Broadcasting Corp. is new grantee at Clayton, receiving CP for 250 w fulltime on 1450 kc and subject to same technical conditions.

Ottawa Broadcasting is headed by R. S. Wheeler Jr. and his wife Betty Lou, holding 25% and 28% interests respectfully. The Wheelers each own 25% of the preferred and 12.5% of the common stock of KHOZ Harrison, Ark., and Mr. Wheeler is general manager of that station. Others in firm include: Donald H. Causey, KHOZ chief engineer, 15⅔%; James N. Jobes, KHOZ program director, 15⅔%, and Loren C. Watkins Jr., also with KHOZ, 15⅔%.

Proposed general manager of new Ari-Ne-Mex broadcasting outlet is Frank E. Cooks, director and 3.9% owner, who holds 11.48% interest in KOBE Las Cruces and 10% in KOTS Deming, N. M. There are 69 other stockholders, each less than 4%.

RADIO-MINDED YMCA

Programs of Seattle Schools Pay Off

STEADY, continuous radio promotion on a straight commercial basis is paying off for the non-profit YMCA technical schools in Seattle. Although an integral part of the total YMCA operation, the schools are self-supporting and rely exclusively on tuition and other fees. Their annual budget this year is expected to total $112,000.

The technical schools are beginning their second year of advertising. On the basis of four programs last year, radio will command a considerably larger proportion of the allocation than at the start. Wayne A. Gardner, director of the "Y" schools, concluded after one year of watching radio produce results:

Mr. Gardner

"Advertising has certainly done a job for us. In fact, I would say that most institutions—educational and otherwise—could profit from radio promotion, if our experience is any criterion."

The schools, established in Seattle 48 years ago, now give courses in radio and television, illustrative engineering, marine navigation, servicing and announcing and other fields.

During the first year the schools were on the air commercially, the principal objective was to build enrollment. Two courses have been filled to capacity virtually from the start of the broadcasting effort, and the total enrollment has jumped more than 15% in a year. Today 75% of the new students are directly traceable to the radio advertising program, according to Mr. Gardner. The total enrollment is now 385, and still growing.

At least equally important, however, in Mr. Gardner's opinion, are two other results which might be considered by-products: The pioneering achievement in the field of adult education, and the creative public relations job radio has done.

By developing such specialized courses as illustrative and Diesel engineering — and by promoting them via radio—he believes the "Y" schools not only are meeting a demand but also exerting a constructive influence on educational efforts in the State of Washington. Requests have come in from Tacoma, Everett and elsewhere to help establish courses along the same lines in high schools and colleges in those communities.

Public Relations Angle

In promoting the course for medical secretaries, which had been developed in cooperation with the State Medical Society, Mr. Gardner found that radio was helping also to develop a new understanding among the medical profession, not only of the technical schools, but of the whole YMCA.

Of the 24 YMCA-sponsored schools and colleges throughout the country, Mr. Gardner believes his is the only one to use commercial radio on such a scale. The four weekly programs, aired for the past year, are: *Preview of Tomorrow*, a program of science in the news, Sundays, 10:15-10:30 p.m.; a newscast, Saturdays, 10-10:15 p.m.; *Look Before You Leap*, featuring interviews with people of different vocations, Thursdays, 7:45-8 p.m., and *Songs We All Know and Love*, classical and religious music, Thursdays, 8:45-9 p.m.

The first three programs are heard on KIRO Seattle and the fourth on KTW, part-time outlet of the First Presbyterian Church, Seattle. In addition to the four quarter-hours, the technical schools sponsor five spot announcements a week on KIRO. They are heard on days when the full-length programs are not broadcast.

Inquiries traceable to radio were disappointingly slow at the start, Mr. Gardner reported, but subsequently radio forged ahead so rapidly in results produced that the organization has gradually dropped its newspaper promotion.

AXIS SALLY

Von Richter Recalled

AMERICAN war veterans, testifying in the second week at the Axis Sally (Mildred Gillars) treason trial in Washington's District Court, identified her as the woman who recorded their messages to relatives for use on her Nazi radio broadcasts. Miss Gillars is charged with attempting to undermine the morale of American soldiers through propaganda.

Government prosecutors recalled Hans von Richter, former Nazi radio official and consular employe, who identified Miss Gillars voice on records. He also testified that she was shifted from a disc jockey program to the Nazi radio propaganda post against her will, and that Otto Koischwitz, whose voice he also identified, prepared material for her broadcasts. Defense Attorney James J. Laughlin previously had maintained that Miss Gillars had been under the "hypnotic" influence of Prof. Koischwitz, now deceased.

Two witnesses to each overt act are required to prove the government's treason case. Thus far, required number has testified to three of the ten acts charged to Miss Gillars.

AMERICAN TOBACCO

Relinquishes Ameche Series

AMERICAN TOBACCO Co. (Lucky Strikes) through BBDO, New York, has decided to drop sponsorship of the Don Ameche *Your Lucky Strike* series, Mondays through Fridays, 3:30 p.m. on CBS after giving it only nine weeks trial. The company will let the time and show go next month at the end of the 13 week contract. The program was budgeted at close to $7,000 weekly.

Only two Hooper ratings have been taken of the program. The first was 2.7 and the second 3.2.

Bernard L. Schubert, head of Radio Artists Corp., owner of the Don Ameche show, is in New York this week for conference with prospective sponsors interested in taking over the series.

Pardon us for Protruding...
but we can't help it if we lap over into 3 states. You see -- that's what 5000 watts at 570 does -- and we are only charging you for the Salt Lake Market alone.
MONTANA
BUTTE
IDAHO
BOISE
IDAHO FALLS
TWIN FALLS
POCATELLO
WYOMING
NEVADA
SALT LAKE CITY
UTAH
GEO. P. HOLLINGBERY CO.
can explain this
KUTA
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Programs

SIXTY-FIVE weekly newspapers in western Washington have been earmarked by KIRO Seattle for spotlighting on station's new program, *Meet the Editor*, heard Saturdays 5:30-5:45 p.m. Program, which in most cases will be tape-recorded in office of editor being featured that week, is designed to range over KIRO's entire broadcast coverage area. Format of each broadcast is left up to the individual editor, and affords him an opportunity to introduce local civic and business leaders, and to discuss pertinent local subjects.

Child Guidance Series

CHILD GUIDANCE and development form basis of new series, *Understanding Our Children*, inaugurated last Wednesday by WQQW (AM and FM) Washington. Programs bring together experts in the fields of child guidance and health, and parents and teachers. Broadcast from Pierce Hall in Washington, attendance at 13-week series is by subscription only, proceeds going to CARE. A discussion period is held following each broadcast.

'Court Is in Session'

PHILADELPHIA Bar Assn. Feb. 4 began weekly programs, *Court Is in Session*, over WCAU-TV Philadelphia. Programs are designed to acquaint public with our system of justice, and are broadcast direct from court rooms of Philadelphia's City Hall, Fridays from 9-10 p.m. City, county and federal judges hear cases based on actual court records, with the Bar members acting as prosecutors and defenders. Authenticity is keynoted and actual court procedures are faithfully followed. Yellow Cab Co. of Philadelphia sponsors program as a public service.

Music Education

UNIVERSITY of Southern California, in cooperation with NBC, on Feb. 5 began series of radio music education courses at college level. Titled *Pioneers of Music*, programs outline evolution of orchestral music from beginning of 17th Century by presenting characteristic works of various periods. Series is heard on over 100 NBC stations. USC will supplement the broadcasts with home study materials provided by its School of Music.

Your Favorite Couple

LISTENERS to WABY Albany, N. Y., have opportunity to vote for their favorite "husband and wife to be." New feature on WABY, *Brides to Be*, features interviews with couples who intend to be engaged or married. Program is broadcast from McCaffrey's Restaurant in Albany. Favorite couple chosen by listeners receives an extensive array of gifts, all suitable for a bride and groom. Program is sponsored by a jeweler, a bridal gown manufacturer and a furniture store.

Music Festival

MUSIC for every taste is theme of 10th annual American Music Festival being presented by WNYC New York from Feb. 12 to 22. Everything from a New York Philharmonic rehearsal and a session of barbershop ballads to hot licks by jazz giants, will be included in the 150 programs presented during the 11-day event. Mayor O'Dwyer opened the festival on Feb. 12, which will also feature 50 works never aired before, over 30 of them world premieres. Eighteen of the concerts will be open to the general public.

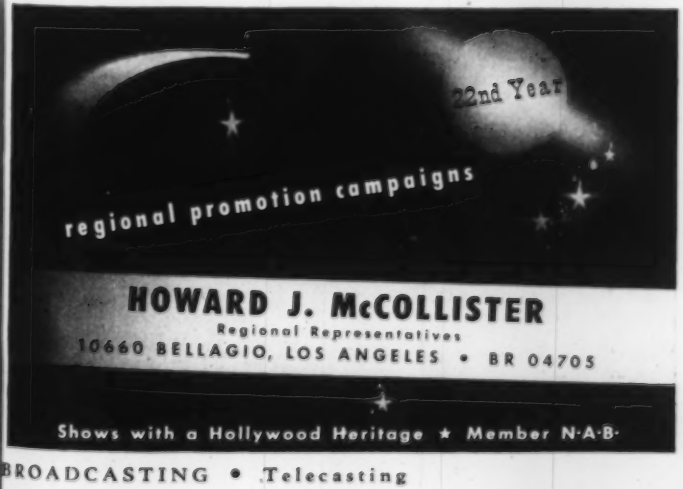
'Telekids' Quiz

CHILDREN from public, private and parochial schools in Philadelphia pit their wits against members of the studio audience in WPTZ (TV) Philadelphia's *Telekids* quiz program. Each evening at 7:30 five school children participate as a team. When a question is incorrectly answered, the sponsor, Weatherguard Corp., makes a contribution to a non-sectarian charity, and sends a radio to the person submitting the question.

'I've Got Your Number'

NEW DISC show on WRUN Utica, N. Y., heard Mon.-Fri. at 11 a.m., which the station calls its "bucking Godfrey" spot, features platter and chatter in a manner which keeps the audience guessing as to what's going on. Lowell Cartwright, m.c., opens the show with a bright "I've Got Your Number," and proceeds to spin his discs, chatter on the phone and over the air, all at the same time.

EVE ARDEN of CBS *Our Miss Brooks* was mistress of ceremonies at California Teachers' Assn. dinner Feb. 11.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PEABODY

327 Entries Received

A TOTAL of 327 entries to compete in the 1948 George Foster Peabody Radio Awards have been received by the Grady School of Journalism, U. of Georgia. The entries, in the form of scripts, transcriptions and letters of recommendation, represent broadcast activities in 35 states, according to an announcement Feb. 5 by Dean John E. Drewry. Awards will be made this spring in New York City.

Eight awards will be made this year: Program or series of programs by a regional station making an outstanding contribution to the welfare of the community or region the station serves; program or program series making a similar contribution to its community; outstanding reporting and interpreting of the news; outstanding entertainment in drama; outstanding entertainment in music; outstanding educational program; outstanding children's program; the outstanding program promoting international understanding.

Entries are now receiving preliminary auditions and examination at the Grady School in preparation for later screening and judging.

SIGMA DELTA CHI

Awards to Radio Included

AWARDS for outstanding spot news reporting by radio or television and for distinguished radio news writing during 1948 are included among those to be presented by Sigma Delta Chi, professional journalistic fraternity.

Nominations and accompanying material are to be in the hands of the fraternity's professional awards committee, Suite 740, 35 E. Wacker Drive, Chicago, not later than March 1. Awards will consist of bronze medallions with accompanying certificates.

The awards classifications, in addition to radio-TV reporting and radio newswriting, are: General reporting, editorial writing, editorial cartooning, Washington correspondence, foreign correspondence, news pictures, newspaper cartooning, research in journalism and courage in journalism.

D. C. Simulcast

FIRST SIMULCAST of a full-length symphony concert in Washington, D. C. was offered by WMAL WMAL-TV Feb. 3 concurrent with the National Symphony's 19th annual drive to raise a $190,000 sustaining fund. The concert, sixth of a series sponsored by the Washington *Evening Star*, which owns the WMAL properties, is heard regularly over the AM outlet. Program was aired 8:30-9:30 p.m. EST.

ACTIONS OF THE FCC

FEBRUARY 4 to FEBRUARY 10

CP-construction permit | ant.-antenna | cond.-conditional
DA-directional antenna | D-day | LS-local sunset
ERP-effective radiated power | N-night | mod.-modification
STL-studio-transmitter link | aur.-aural | trans.-transmitter
synch. amp.-synchronous amplifier | vis.-visual | unl.-unlimited hours
SSA-special service authorization | CG-conditional grant

February 4 Decisions . . .

DOCKET CASE ACTIONS

License Renewal

Commission (Comrs. Webster, Sterling and Hennock not participating) announced revised proposed decision looking towards grant of application of Joliet Bcstg. Co. for renewal of license for WJOL Joliet, Ill. (1340 kc 250 w unl.) on cond. that within 6 mo. from Feb. 15, 1949, applicant shall comply with provisions of Sec. 3.109 of rules. No final grant of renewal will be made until applicant complies with foregoing cond.

AM—1230 kc

Commission (Comrs. Webster, Sterling and Hennock not participating) announced proposed decision looking toward denial of applications of Utica Bcstg. Co. and of U.T.K. Radio Corp. both seeking new stations at Utica, N. Y., 1230 kc 250 w unl. At same time adopted order denying petition of U.T.K. Radio Corp. for immediate grant of its application by final order.

ACTIONS ON MOTIONS

(By Commissioner Hyde)

Bay State Bcstg. Co., New Bedford, Mass.—Granted petition for leave to amend application to show issuance of additional shares of stock to existing stockholder.

Centinela Valley Bcstg. Co., Inglewood, Calif.—Granted petition for leave to amend application to specify unl. time in lieu of limited time operation.

Griner-Dillon Bcstg. Co., Bay City, Mich.—Granted petition for leave to amend application to specify 1260 kc in lieu 1350 kc. Amendment was accepted and application removed from hearing docket.

WRTV New Orleans—Commission on own motion scheduled hearing for March 28 at Washington on application for additional time in which to complete construction of TV station.

WUTV Indianapolis—Commission on own motion scheduled hearing for March 21 at Washington on application for additional time to complete construction of TV station.

Parish Bcstg. Co., Minden, La.—Granted petition for continuance of hearing presently scheduled Feb. 10 until further notice.

St. Mary's U. Bcstg. Corp., San Antonio, Tex.—Granted leave to take depositions in proceeding upon application.

Bay State Bcstg. Co., New Bedford, Mass.—Dismissed petition requesting reconsideration of grant of application of W. Paul Oury, Westerly, R. I.

Dale S. Crowley, Washington, D. C., and Grant A. Wood, Hyattsville, Md.—Granted petition by Dale S. Crowley for dismissal without prejudice of his application and Commission on own motion, removed from hearing docket application of Grant A. Wood.

Greenwich Bcstg. Corp., Greenwich, Conn.—Granted petition for continuance of hearing presently scheduled Feb. 10 to March 1 at Greenwich, Conn.

Hillsdale Bcstg. Co. Inc., Hillsdale, Mich., and Robert F. Wolfe Co., Fremont, Ohio.—Granted petition to dismiss without prejudice its application and dismissed as moot petition for continuance of hearing presently scheduled Feb. 7; and Commission removed from hearing docket application of Robert F. Wolfe Co.

Hope Productions, Inc.—Denied petition requesting continuance of hearing presently scheduled for Feb. 28 and for change in place of hearing from Washington to Louisville in re transfer of control of WHAS Louisville.

(By Commissioner Walker)

WPAB Ponce, P. R.—Commission on own motion continued to March 1 at Ponce hearing presently scheduled Feb. 21 in re renewal of license.

WIBS Santurce, P. R.—Commission on own motion continued to March 3 at Santurce hearing presently scheduled Feb. 24 in re revocation of license.

(By Commissioner Jones)

Scenic City Bcstg. Co. Inc., Middletown, and WRIB Providence, R. I.—Granted petition of Scenic City for continuance of consolidated hearing presently scheduled Jan. 31 at Washington and hearing was continued to March 14.

February 4 Applications . . .

ACCEPTED FOR FILING

AM—1460

Crescent Bay Bcstg. Co., Santa Monica, Calif.—CP new AM station 1460 kc 1 kw D AMENDED to request 500 w.

AM—1150

Marion Bcstg. Co., Marion, Ill.—CP new AM station 1150 kc 250 w D AMENDED to request 500 w, change studio site.

AM—1240 kc

St. Mary's U. Bcstg. Corp., San Antonio, Tex.—CP new AM station 1240 kc 250 w unl. AMENDED re directors and stockholders.

License for CP

KEIO Pocatello, Ida.—License to cover CP change frequency, increase power etc.

WGH Newport News, Va.—Same.

WAGE Syracuse, N. Y.—License to cover CP increase power etc.

WRYO Rochester, Pa.—License to cover CP new AM station.

AM—1300 kc

Palmetto Bcstg. Co., Kingstree, S. C.—CP new AM station 1220 kc 1 kw D AMENDED to request 1300 kc, change studio and trans. site.

Modification of CP

KYES Butte, Mont.—Mod. CP new AM station for extension of completion date.

KELN Las Vegas, Nev.—Same.

Assignment of CP

KBUK Dallas, Tex.—Assignment of CP from Buckner Orphans Home to Baptist General Convention of Texas.

CP to Reinstate

KVSM-FM San Mateo, Calif.—CP to reinstate CP new FM station which expired Nov. 22, 1948.

Modification of CP

WASH Washington, D. C.—Mod. CP new FM station for extension of completion date.

WRBL-FM Columbus, Ga.—Same.

WMMJ-FM Peoria, Ill.—Same.

KSO-FM Des Moines—Same

KVNJ-FM Fargo, N. D.—Same.

WKBN-FM Youngstown, Ohio—Same.

KOIN-FM Portland, Ore.—Same.

WMCF Memphis, Tenn.—Same.

KING-FM Seattle—Same.

WTHS Miami, Fla.—Mod. CP new noncommercial, educational FM station for extension of completion date.

WCNB-FM Connersville, Ind.—Mod. license to change ERP from 7.7 kw to 10 kw.

KBUK Dallas, Tex.—Mod. CP new FM station to change ERP from 3 kw to 88.4 kw, ant. height above average terrain from 390 ft. to 767 ft.

KOVB Tulsa, Okla.—Mod. CP new commercial TV station to change ERP from 16.6 kw vis., 8.5 kw aur. to 17.2 kw vis., 8.6 kw aur.

WSYR-TV Syracuse, N. Y.—Mod. CP new commercial TV station to change ERP from 23 kw vis., 12.8 kw aur. to 25.8 kw vis., 12.9 kw aur.

WLWT Cincinnati—Mod. CP new commercial TV station for extension of completion date.

WAGA-TV Atlanta, Ga.—Same.

TV—Amended

General Bcstg. Co., Atlanta, Ga.—CP new commercial TV station AMENDED to change requested ERP from 36.8 kw vis. and aur. not stated to 18.35 kw vis., 9.177 kw aur.

TV Deletion

WVTL Utica Observer-Dispatch Inc., Utica, N. Y.—DELETED at request of applicant CP for new commercial TV station Channel 3 (60-66 mc) ERP 15.5 kw vis., 7.5 kw aur. and dismissed applications for mod. CPs. one to make technical changes and other for extension of completion date. Deletion made effective Jan. 27.

TENDERED FOR FILING

Assignment of CP

WKBS Oyster Bay, N. Y.—Assignment of CP from Eastern Bcstg. Co. to Key Bcstg. System Inc., changing from Delaware to New York corporation; same ownership.

February 7 Applications . . .

ACCEPTED FOR FILING

Transfer of Control

KSAL Salina, Kan.—Acquisition of control of KSAL Inc. by John P., Sidney F. and F. M. Harris through retirement of 23% interest in firm owning 48.5% of licensee, with Harris group already owning 37.5% of licensee.

AM—1280 kc

WHVR Hanover, Pa.—CP changes from 1 kw D to 500 w-N 1 kw-D, change hours from D to un. and install DA-N.

AM—1240 kc

KSTV Stephenville, Tex.—CP change from 1510 kc 250 w D to 1240 kc 250 w unl.

TENDERED FOR FILING

Assignment of CP

KFTM Fort Morgan, Col.—Assignment of CP from Robert Dolph, Robert McCollum and J. T. Price Jr., d/b as The Fort Morgan Bcstg. Co. to Robert Dolph and Robert McCollum d/b as The Fort Morgan Bcstg. Co.

February 8 Decisions . . .

BY THE SECRETARY

WGLS Decatur, Ga.—Granted mod. CP to change trans. location.

Following were granted extension of completion dates as shown: WSKB McComb, Miss., to 4-30-49; WCLC Clarksville, Tenn., to 8-23-49; KSAL Salina, Kan., to 4-30-49; WWEZ New Orleans, to 5-8-49; WHIS Bluefield, W. Va., to 2-28-49; WPKM Atlanta, to 7-1-49; KPRO San Jose, Calif., to 5-16-49; KAHL Ames, Iowa, to 3-28-49.

WHOL Allentown, Pa.—Granted license for new standard station 1230 kc 250 w unl.

WLNA Peekskill, N. Y.—Same—1420 kc 500 w D.

WLOU Louisville, Ky.—Same—1390 kc 1 kw D.

KMUR Murray, Utah—Same—1230 kc 250 w unl.

KNPT Newport, Ore.—Same—1230 kc 250 w unl.

KDYL-FM Salt Lake City—Granted license for new FM station Chan. 252 (98.7 mc) ERP 0.9 kw ant. height above average terrain minus 450 ft.

WLIV Providence, R. I. — Same — Chan. 299 (107.7 mc) 20 kw 495 ft.

WRUN-FM Utica, N. Y. — Same — Chan. 289 (105.7 mc) 4.3 kw 490 ft.

WCAO-FM Baltimore—Same—Chan. 274 (102.7 mc) 20 kw 400 ft.

WSOY - FM Decatur, Ill. — Same — Chan. 271 (102.1 mc) 31.2 kw 460 ft.

WTSP-FM St. Petersburg, Fla.—Same—Chan 273 (102.5 mc) 37 kw 430 ft.

WWCR Baraboo (Greenfield Twp.), Wis.—Same—Chan. 235 (94.9 mc) 37 kw 1,300 ft.

KMHB Belton, Tex. — Same — Chan. 246 (97.1 mc) 12 kw 320 ft.

WTAR-FM Norfolk, Va. — Same — Chan. 247 (97.3 mc) 50 kw 345 ft.

WLTN Lewistown, Pa.—Same—Chan. 250 (97.9 mc) 2.25 kw 150 ft.

WFLY Troy, N. Y.—Same—Chan. 222 (92.3 mc) 5.4 kw 840 ft.

WBON Bowling Green, Ky.—Same—Chan. 266 (101.1 mc) 8.4 kw 280 ft.

WTHT-FM Hartford, Conn.—Same—Chan. 291 (106.1 mc) 5.6 kw 800 ft.

WCVS-FM Springfield, Ill. — Same — Chan. 275 (102.9 mc) 25 kw 415 ft.

KVRE Redding, Calif.—Same—Chan. 280 (103.9 mc) 1 kw 240 ft.

WMAL-FM Washington, D. C.—Same—Chan 297 (107.3 mc) 20 kw 475 ft.

The Torrington Bcstg. Co. Inc., Torrington, Conn.—Granted CP new remote pickup.

WDGY Minneapolis — Granted mod. CP to change type of trans. (cond.).

WGAN Portland, Me.—Granted request for cancellation of CP to make changes in DA and change from DA-1 to DA-2.

Following were granted extension of completion dates as shown: KCUL Fort Worth, to 7-31-49; WEAU Eau Claire, Wis., to 4-15-49; KLMS Lincoln, Neb., to 4-15-49; KPLC Lake Charles, La., to 2-28-49; WNEW New York, to 3-15-49; KROW Oakland, Calif., to 8-24-49.

WCLT Newark, Ohio—Granted license for new standard station 1430 kc 500 w D.

American Bcstg. Co. Inc., Area New York City—Granted license for new exp. TV relay K2XEW.

American Bcstg. Co. Inc., Los Angeles—Granted license for new exp. TV relay W6XAJ.

KEYE Perryton, Tex.—Granted assignment of CP to North Plains Bcstg. Co. Inc.

WLDS Jacksonville, Ill.—Granted CP to install new vertical ant. with present licensed FM ant. mounted on AM tower.

(Continued on page 74)

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FCC Actions

(Continued from page 72)

Decisions Cont'd.:

Philco Corp., Springfield Township, Pa.—Granted CP new exp. TV station W3XNH.

American Bcstg. Co. Inc., Area New York City—Same for K2XEW.

KOKH The Board of Education of the City of Oklahoma City—Granted request to cancel CP and mod. CPs for new FM station.

KGKL-FM KGKL Inc., San Angelo, Tex.—Same.

WITE The Bridgeport Herald Corp., Bridgeport, Conn.—Same.

KSRO-FM Santa Rosa, Calif.—Same.

Following were granted extension of completion dates as shown: KOAG-FM Stillwater, Okla., to 8-15-49; KVOM-FM Minneapolis, to 8-23-49; WDOM Providence, R. I., to 8-9-49; WBBC-FM Flint, Mich., to 4-12-49; WDOD-FM Chattanooga, Tenn., to 3-15-49; KFAC-FM Los Angeles, to 5-16-49; WLWF Columbus, Ohio, to 5-19-49; KWOC-FM Poplar Bluff, Mo., to 4-27-49; WISN-FM Milwaukee, to 8-22-49; WAGA-FM Atlanta, to 8-12-49; WHHM-FM Memphis, to 5-18-49; WNAM-FM Neenah, Wis., to 6-1-49; WOAK Oak Park, Ill., to 3-30-49; WGBI-FM Scranton, Pa., to 3-4-49; WMOT Pittsburgh, to 8-22-49; KQW-FM San Francisco, to 9-1-49; KOAD Omaha, Neb., to 2-27-50; WROV-FM Roanoke, Va., to 5-5-49; WCFR Fall River, Mass., to 4-26-49; WSMB-FM New Orleans, to 7-28-49; WNAO-FM Raleigh, N. C., to 2-27-49; KBTV Dallas, Tex., to 6-15-49.

Albuquerque Bcstg Co., Albuquerque, N. M.—Granted temp. extension of license for exp. TV station W5XPH to 6-1-49.

KVRH Salida, Col.—Granted license for new standard station 1340 kc 250 w unl.

WIMA Lima, Ohio—Granted license for new standard station and to specify studio location, 1150 kc 1 kw unl.

KTRF Thief River Falls, Minn.—Granted license install new trans.

WLEU Erie, Pa.—Same.

WSAR Fall River, Mass.—Granted license increase power, etc.

KWJJ Portland, Ore.—Same.

WAAT Newark, N. J.—Same.

KFDW Helena, Mont.—Granted mod. CP for approval of ant. and trans. location, and change of studio location and change type trans.

WSTS Southern Pines, N. C.—Granted request to cancel mod. license to change main studio location.

WGAL Lancaster, Pa.—Granted CP mount TV ant. on AM tower.

Hollywood Bcstg Co., Area Hollywood, Fla.—Granted CPs and licenses for new remote pickup WHFA WHFE WHFG WHFH WHFL WHFV.

WINX Bcstg. Co., Washington, D. C.—Granted mod. of CP for extension of completion date to 3-15-49 for W3XCT.

WNLK Norwalk, Conn.—Granted license for new standard station 1350 kc 500 w D.

WWDX The Passaic Daily News, Paterson, N. J.—Granted request to cancel license for new FM station.

KPUG Bellingham, Wash.—Granted license for new standard station 1170 kc 1 kw DA unl.

KXGI Fort Madison, Iowa—Granted license for new standard station 1360 kc 500 w D.

February 9 Decisions . . .

BY COMMISSION EN BANC

FM Authorizations

Granted CPs for one new Class B and two new Class A FM stations; granted CP new noncommercial educational low-power FM station; issued CP to FM outlet previously holding CG; issued CPs in lieu of previous cond. to three FM stations (See story this issue).

License Renewal

KVCI (FM) Chico, Calif.—Granted renewal of license for period ending Dec. 1, 1951.

WEW-FM St. Louis—Granted renewal of license for period ending March 1, 1950.

WHVA (FM) Poughkeepsie, N. Y.—Granted renewal of license for period ending Dec. 1, 1949.

License Extension

WLET-FM R. G. LeTourneau, Toccoa, Ga.—Present license extended on temp. basis to June 1, pending receipt of requested information.

Petition Denied

WAVE Inc., Louisville, Ky.—Adopted order denying petition for reconsideration of action of Dec. 8, 1948, wherein Commission placed in pending file petitioner's application for mod. of TV CP which sought increase in power etc.

Hearing Designated

WTVN (TV) Columbus, Ohio—Designated for hearing application for additional time in which to complete construction of TV station.

Coston-Tompkins Bcstg. Co., Ironton, Ohio—Designated for hearing application for new station 1230 kc 100 w, unl.

AVCO Waiver Denied

KPAS Banning, Calif.—Denied petition for waiver of advertising requirements of AVCO rule with respect to assignment of license of KPAS from Pass Bcstg. Co. to William T. Smith and David Robbins.

Hearing Designated

The Highlands Bcstg. Co., Sebring, Fla.—Designated for hearing application for new station 1340 kc 100 w unl. and made WTAN Clearwater party to proceeding.

Wheeling Bcstg. Co., Wheeling, W. Va., and WKIN Kittanning, Pa.—Upon petition by WKIN, designated for hearing application of Wheelng Bcstg. Co. for new station 1600 kc 500 w D and made WKIN party to proceeding.

Hico Bcstrs., Jonesville, Mich.—Designated for hearing application for new station 1480 kc 500 w D in consolidated proceeding in re WJBK Detroit, and WABJ Adrian, presently scheduled April 25 in Washington.

Modification of CP

KCLR Portales, N. M.—Granted mod. CP (Comr. Walker for hearing) to change trans. and studio locations from Clovis to Portales, N. M., distance of approximately 17 miles; engineering cond.

AM—1220 kc

Ottawa Bcstg. Co., Ottawa, Kan.—Upon petition Commission removed from hearing docket and granted application for new station 1220 kc 250 w D subject to filing within 60 days of application for mod. CP specifying trans. site and ant. system meeting requirements of engineering standards.

AM—1450 kc

Ari-Ne-Mex Bcstg. Corp., Clayton, N. M.—Upon petition Commission removed from hearing docket and granted application for new station 1450 kc 250 w unl. subject to filing within 60 days of application for mod. CP specifying trans. site and ant. system meeting requirements of engineering standards.

Application Dismissed

KFIO Spokane, Wash. — Dismissed application for CP to change from 1230 kc 250 w unl. to 790 kc 5 kw unl. DA because of failure to prosecute.

February 9 Applications . . .

ACCEPTED FOR FILING

AM—930 kc

The Roanoke Bcstg. Co., Roanoke, Va.—CP new AM station 930 kc 250 w-D 100 w-N unl. AMENDED to request 930 kc 250 w D.

AM—950 kc

KFSA Fort Smith, Ark.—CP change power from 500 w-N 1 kw-D to 1 kw-N 5 kw-D, change from DA-N to DA-DN.

AM—1470 kc

The Toledo Blade Co., Toledo, Ohio—CP new AM station 1470 kc 1 kw unl. DA-2 AMENDED re corporate structure (preferred stockholders and officers).

AM—1290 kc

KRGV Weslaco, Tex.—CP increase power from 1 kw to 5 kw, install DA-N, install FM ant. on north tower and change studio site.

Modification of License

WOOK Silver Spring, Md.—Mod. license to change from 1590 kc 1 kw-D 100 w-N unl.

KVLH Pauls Valley, Okla.—Mod. license change hours operation from D to unl. AMENDED to change name from James T Jackson tr/as Pauls Valley Bcstg. Co. to KVLH Bcstg. Co., partnership of James T. Jackson, Galen O. Gilbert, Phil Crenshaw, George A. Rountree and Marley E. Walker.

Modification of CP

WVMI Biloxi, Miss.—Mod. CP new AM staton for extension of completion date.

WSGN-FM Birmingham, Ala.—Mod. CP new FM station for extension of completion date.

WHBF-FM Rock Island, Ill.—Same.

WROK-FM Rockford, Ill.—Same.

WBOW-FM Terre Haute, Ind.—Same.

KRMD-FM Shreveport, La.—Same.

KFDM-FM Beaumont, Tex.—Same.

PARSONS NAMED

Senate Group Chief Clerk

APPOINTMENT of A. Lee Parsons, previously associated with two southern stations, as chief clerk of the Senate Banking and Currency Committee, has been announced by Sen. Burnet R. Maybank, committee chairman.

Mr. Parsons

Mr. Parsons, a native of Andrews, S. C., was with WFBC Greenville, S. C., until he enlisted in March 1942 in the Marine Corps. As a commissioned officer he saw action aboard the aircraft carrier *Cape Gloucester* in the Pacific in 1944 and 1945. He was appointed promotion manager of WSPA Spartanburg, S. C., upon his release from active duty in January 1946. Recalled to active duty in the fall of 1947, he served until his release last year when he joined the staff of Sen. Maybank as legislative secretary.

Assignment of CP

WRLD-FM Lanett, Ala.—Assignment of CP from L. J. Duncan, Leila A. Duncan and Josephine Rawls d/b as Valley Bcstg. Co. to Valley Bcstg. Co. Inc.

License for CP

WTOA Trenton, N. J.—License to cover CP new FM station.

WAER Syracuse, N. Y.—License to cover CP new noncommercial educational FM station.

WNAD-FM Norman, Okla.—Same.

WHKW Madison, Wis.—Same.

TENDERED FOR FILING

Assignment of License

WLOI LaPorte, Ind.—Assignment of license from Isabel S. Rumley, Hoyt H. Scott and Edward Young d/b as LaPorte County Bcstg. Co. to LaPorte County Bcstg. Co. Inc.

Transfer of Control

KRBC-AM-FM Abilene, Tex.—Transfer of control of Reporter Bcstg. Co. licensee, from M. Bernard Hanks to T. J. McMahon, Bruce B. Meador and Conway C. Craig, executors of estate of M. Bernard Hanks, deceased.

KTRI Sioux City, Iowa—Relinquishment of control of 125 sh common stock in Sioux City Bcstg. Co., licensee, from Dietrich Dirks to licensee firm.

AM—1240 kc

WQAN Scranton, Pa.—CP change from 910 kc 1 kw-D 500 w-N share time with WGBI to 1240 kc 250 w unl. contingent on WBAX change in facilities.

(Continued on page 87)

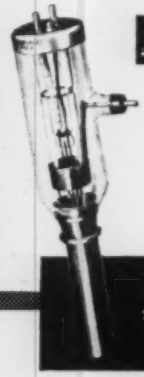
When you think of

REPLACEMENTS

RE-TUBE *with...*

AMPEREX

ALL TYPES — TRANSMITTING AND RECTIFYING TUBES



AMPEREX ELECTRONIC CORP.

25 WASHINGTON STREET, BROOKLYN 1, N. Y.

In Canada and Newfoundland: Rogers Majestic Limited

11 19 Brentcliffe Road, Leaside, Toronto, Ontario, Canada

REWARD!

To reward your listeners and yourself at the same time, give MICRO-LITE, the miniature keychain flashlight. Imprinted with your name and given as a premium, it is the best good will builder in the business. And its cost is negligible. (It has also worked wonders for stations themselves.)

For promotional plans tailored to your line . . . price list, sample, literature, write on your business letterhead to Dept. B-214

MICRO-LITE CO., INC.

44 West 18th St., New York City-11

On All Accounts

(Continued from page 10)

included production of numerous WBKB Chicago (Balaban and Katz) shows while working with video pioneer Capt. Bill Eddy, then head of the Navy's radar school in the station building and later television director of WBKB. After his release from the Navy in 1945 with a special commendation for his recruiting work, Mr. Lindquist visited Hollywood to study motion picture techniques and then joined Commonwealth Edison Co., Chicago utility firm, as senior copywriter. Working with Ardien Rodner, special promotions supervisor, he wrote and produced *Telequizicalls*, WBKB weekly half-hour show believed to be the first commercial video quiz program in the Midwest.

They later organized a TV committee for Chicago's Electric Assn., to promote the city as the U. S. video center. At the end of 1946, he and Mr. Rodner, with Don Faust, WGN Chicago announcer, organized Television Advertising Productions, the first such firm in the Midwest. Norm was vice president in charge of sales. TAP, originally a film production company, branched into live shows. It was the first such firm to put a television station (KSD-TV St. Louis) on the air. Accounts for which they made motion picture commercials included Gillette Razor Co., Brown & Williamson Tobacco Co., Goebel Brewing Co. and Dad's Old Fashioned Root Beer.

Sets Up Course

While at TAP, Norm was asked by the dean of the College of Commerce at De Paul to set up and teach a TV advertising course. It started in the fall of 1947 as the first accredited college advertising course in video. He uses his own instruction materials, with slides and films as visual aids. A text book is being written at the request of the school.

Last August, Mr. Lindquist resigned from TAP to join Malcolm-Howard agency as its first television director, taking over work previously handled by Art Holland, owner. The firm, "a leading agency in TV advertising," at that time bought weekly wrestling matches on WBKB for Harry Alter Co., Crosley distributor, and Dad's Root Beer spots on WBKB and WGN-TV *(Chicago Tribune)*. Shortly after Norm joined the agency, Rubin's, Chicago's largest outlying women's apparel shop, an account handled by the agency for more than 14 years, sponsored the first simulcast in the Midwest with its *Stars of Tomorrow* on WGN, WGNB (FM) and WGN-TV.

Other video accounts he handles are Chicago Hudson Dealers Assn., for Monday night wrestling matches on WBKB, and a five-minute, twice-a-week newsreel for the Associated Hospital Service of Illinois on WGN-TV. At least two additional TV shows are in the making, he reports. Malcolm-Howard's wrestling and *Stars of Tomorrow* were among the top 10 listed in the December Pulse for Chicago stations.

A founder and charter member of the Chicago Television Council, Mr. Lindquist also is a member of the Chicago Federated Advertising Club, for which he recently conducted the only television lecture in an instruction class series. He moderates numerous TV panel discussions during the year, and has spoken on video before many fraternal and professional groups.

And, after reading, talking and producing TV both day and night, his favorite (and only) hobby is to watch it from a lounge chair in his South Shore living room.

recording?

in chicago

TRANSCRIPTION MASTERS • REFERENCE RECORDING

FAMILY INCOMES

Average $3,000 for '47

FAMILY INCOMES reached an average of $3,000 in 1947. A breakdown by place shows that urban family income was about $3,300, while rural non-farm incomes were $2,826 and farm family incomes averaged about $2,000. This latest estimate of family incomes was released by the Bureau of the Census.

No geographical breakdowns are planned for this information, according to Census officials, although the sample was based upon interviews in 42 states.

Urban incomes of families have increased 15% since 1944, while farm family incomes have increased about 54% and rural non-farm families income has increased about 18% in the same period.

Throughout the survey it was found that median family incomes increased with the size of place. In cities over one million population, median incomes were $3.300, while in cities of less than 50,000, average family incomes were about $2,800.

The report, a part of a series based on the Census Bureau's Current Population Survey of April 1948, contains family and individual income estimates according to the following breakdowns: age, sex, white-non-white, urban, rural, city size, size of family, type of family, veteran status, migration status and number of paid workers in family. Comparisons with 1944 are made.

WILLIAM A. ROBERTS (center), commercial manager of KRLD Dallas and president of Dallas Advertising League, presents certificate of election as first president of mythical Kudos College to Doak Walker (l), Southern Methodist all-American football star, for bringing fame, or kudos, to city. J. Richard Brown, publisher of *Southwestern Advertising and Marketing*, Dallas, and a league past president, has hand in ceremony as chairman of Kudos' board of regents.

Market Analyzer

NEW SLIDE-CHART type market analyzer has been announced by Nestler Research Co., Milwaukee. The small (9¾ x 11¾ inch) cardboard package contains 20 columns of basic market statistics and 16 columns of percentage calculations. Data is arranged by geographic area, and by states. Information includes population, income, retail sales, auto registrations, employment, number of farms, etc.

Feature

(Continued from page 10)

music, singers and bands. Teen Surveys also asks the student to check the types of features he or she would include in planning a program. These questions also are asked: "Is there a phonograph in your household?", "Does radio have much to do with your choice of record purchases?" and "Do you play a musical instrument?"

Milwaukee's teen-agers are solidly sold on radio, which young Mr. Ruppe feels is the most effective method "by far" of reaching them. He reports: "Early results have shown us that they are avid listeners, averaging from two to five hours daily. . . . The average teen-ager does not glance through the entire newspaper . . . instead he looks for special sections. . . . Radio advertising is more effective because they . . . absorb both the program and commercials. . . ." The "hep" teen-ager is a steady radio listener, he points out.

Some results of the first surveys: 100% of the homes had radios (50% owned by teen-agers), average of 2.5 radios each; 85% said they could listen any time they chose; 68.8% preferred musical programs; 60.3% would include talent scout or amateur features if they were planning a program; 69.5% had phonographs in their households, and 88.4% indicated radio has "much to do" with their choice of record purchases.

Flash

We're Going 50,000 Watts

at 800 kc

in 1949

•

A GREATER VOICE
and by far
A GREATER BUY!

•

IN
THE
DETROIT
AREA

•

The Good Neighbor Station, fostering Good Will through Public Service on both sides of the border

CKLW

ADAM J. YOUNG, JR., INC., Natl. Rep. Canadian Rep., H. N. STOVIN & CO.
J. E. CAMPEAU, President

5,000 WATTS • MUTUAL SYSTEM

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Manager, assistant manager, projected new Los Angeles AM station, center of dial, able participate in stock ownership later, financing obtained by loan. OK. Box 81a, BROADCASTING.

Assistant manager - salesman wanted. By 5 kw day, 1 kw night ABC affiliate. City of approximately 60,000 with two stations. The party desired is someone who can really sell and has ability to advance to management of the station. Please state all in your first letter and send picture if possible. This station is in its 19th year of operation. Liner's Broadcasting Station, Inc., P. O. Box 1723, Monroe, Louisiana.

North-central successful small town network station wants manager. Send entire background, picture, etc., first letter. Box 113a, BROADCASTING.

250 watt Mutual fulltime outlet looking for capable commercial manager. Salary and commission. Excellent opportunity for right man who is not afraid of work. Give full details first letter. Box 150a, BROADCASTING.

New Michigan regional, new territory, wants commercial manager, staff, with black ink complex. Box 161a, BROADCASTING.

Salesmen

Salesman—5000 watt NBC affiliate with TV application in 200,000 metropolitan midwest market wants A-1 local time salesman. Must be hard hitting, aggressive, alert. 15% commission with liberal weekly guarantee. Opportunity to earn $7,000 or more yearly. Write giving age, education, experience, references, minimum necessary guarantee. Box 108a, BROADCASTING.

Salesmen for new fulltime station in Norfolk, Virginia. Send photo, data and compensation details to Louis H. Peterson, 112 West Tabb Street, Petersburg, Virginia.

Two top, strong program salesmen. Fully experienced. Qualified to earn $7,500 per year in top Michigan market with expanding station. Give all details first letter. Immediate openings. Must have own car. Box 38a, BROADCASTING.

We need an additional salesman who will write at least $2000 monthly in excellent single station market. Want man who expects to and can earn over $100 weekly through knowhow and hard work. Our established station is tops with public and clients. Our policies keep professional, well-paid staff happy. No bucket shop, no blue sky, no commission hogging, no house business. Guarantee living for 60 days. Set your own limit at 15%. Box 104a, BROADCASTING.

1000 watter in best section North Carolina with perfect public service record, unquestioned acceptance, desires to contact salesman interested in settling down in good community and earning in proportion to ability and willingness to work. Station well equipped, well promoted and can produce. No drifters, drinkers or hot shots need answer. You can write your own ticket if you really mean business. Earnings unlimited, we hope you make a million. Act quick, write or wire Box 25a, BROADCASTING.

Salesman — Excellent opportunity for aggressive salesman in good market. North Carolina AM-FM operation with Mutual network. Commission and drawing account. Car necessary. Must be experienced and willing to work. Give all details. Box 115a, BROADCASTING.

Experienced salesman to do some announcing. Abundant opportunities. Rush qualifications and references to Forrest Boyd, WAVL, Apollo, Pennsylvania.

Help Wanted (Cont'd)

Two salesmen—go getters wanted. Progressive southern station, soon 5000 watt. Prefer men with cars. Real opportunity, commission against drawing account. Give full history of radio experiences. Also junior salesmen for classified and special programs. Address P. O. Box 111, McComb, Mississippi.

Wanted—Two salesmen interested in unlimited income per week. Here is an opportunity to the right men to receive a substantial drawing account against 15% commission at an independent fulltime newspaper - owned heavily promoted radio station in one of the best metropo'itan markets. We are increasing the size of our sales department and want only men interested in permanent positions. Please send information, photograph and references with first letter. Box 129a, BROADCASTING.

Announcers

Experienced commercial announcer needed immediately. Higher than average pay. Staff knows of ad. Send complete details, disc, references to K-triple-D, Dumas, Texas.

Announcers with first class ticket for new fulltime station in Norfolk, Virginia. Send photo, disc, data and salary requirements to L. H. Peterson, 112 West Tabb St., Petersburg, Virginia.

Announcer - operator with experience for FM station. Prefer single man under 25. $50 per week. Send complete background, disc and photo to Ron Tuten, PD, WJHP, Jacksonville, Florida.

Sportscaster—KIFI, ABC, Idaho Falls, Idaho, Idaho Pioneer League. State salary with disc showing recreation. Box 37a, BROADCASTING.

Wanted—One announcer for NBC affiliate in fast growing southern town. Requirements: Experience, dependability and willingness to work. Send complete details and references, if you fill the bill. Box 68a, BROADCASTING.

Michigan 1000 watt network station needs combination announcer-continuity writer who can write brisk sales copy. Ideal working conditions. Write giving full details and photo. Box 131a, BROADCASTING.

Announcer-copy editor, must be good announcer with ability and experience in copy writing. Must be college graduate. Home of Mississippi State College, with remote studios therein. Needed at once. WSSO, Starkville, Mississippi.

Technical

Announcer-engineer. Send disc and photograph. WROD, Daytona Beach, Florida.

Production-Programming, others

Continuity writer. Excellent opportunity for girl capable writing good commercial copy. Air work if qualified. Permanent position, advancement for right girl. State all first letter. WRMS, Ware, Mass.

Experienced commercial continuity chief for regional Michigan network station, capable of taking complete charge of department. Permanent position, opportunity for advancement to administrative duties. Include experience, references, sample of work in reply. Box 102a, BROADCASTING.

Copywriter wanted—One who can rapidly turn out a volume of good, accurate commercial and sustaining copy. Must be bright, responsible and good typist. Write samples and send to Wayne W. Cribb, General Manager, Radio Station KHMO, Hannibal, Missouri.

Traffic chief. Real opportunity for capable girl. Air work if qualified. Typing, shorthand, pleasing telephone personality. Advancement, permanent position right girl. State all first letter. WRMS, Ware, Mass.

Wanted—Combination man with good voice and radio telephone first ticket. Good pay, good hours and pleasant surroundings. Network station, Charleston, South Carolina. Send recording of voice and all particulars to Box 144a, BROADCASTING.

Want—program director. Man experienced in small station operation, commercial ideas, good voice for air work, supervision ability. State experience, references and wages desired. Please include picture. Manager, KORN, Fremont, Nebraska.

Situations Wanted

Managerial

Manager. Young, aggressive. Especially strong on sales. Ten years all phases of radio. College graduate. Excellent references. Box 64a, BROADCASTING.

Manager presently employed. Fifteen years experience from announcing to management, network and independent. Mature family man, top references, salary requirements reasonable, primary requisite is sound, stable operation. Box 82a, BROADCASTING.

Manager or commercial manager. I have come up through the ranks from salesman to station manager and know the business from beginning to end. I have a proven and successful record with network and independent stations in both large and small markets. Middle aged, excellent character, top references. Available at once. Box 86a, BROADCASTING.

Manager with tough AM experience has developed New England independent FM to prominence. Operation to be absorbed by AM. Desire opportunity to put your FM on its feet. University graduate, five years executive experience. Extensive technical orientation. Imaginative, vigorous, community programming, enduring sales based on sound facts. Available upon reasonable notice to my employer. I ask $6,000. Box 34a, BROADCASTING.

Manager—Thoroughly experienced all departments. Successful 16 year network affiliate record. University graduate. Dependable career man. Good references. Can be available on short notice. Box 892, BROADCASTING.

May I have the pleasure of making money for you and me with my new managerial plan? Box 922, BROADCASTING.

Young, experienced and successful manager desires change. 12 years radio. 5 years manager. Civic-minded. A working manager who announces, sells and has a profit record. Tops in local programming, station administration and operations. Box 935, BROADCASTING.

Employed commercial manager desires position with progressive station. Can qualify as manager or commercial manager. Eight years experience. Good record. A-1 references. Box 117a, BROADCASTING.

Sales problems ended with alert, aggressive commercial manager. Eleven years experience. Large and small markets, networks and independents. Young, married, sober. Good knowledge programming. Middlewest preferred. Box 153a, BROADCASTING.

Manager-program director. Family, veteran, 28. Eight years experience. Thorough knowledge all departments. Want future. Prefer west. Excellent references. Box 119a, BROADCASTING.

Salesmen

Salesman — Trained, experienced in sales promotion. Prefer west coast. But will consider all offers. BJ Degree. Starting salary secondary. Will prove ability, excellent references. Box 43a, BROADCASTING.

Sales-commercial manager desires position with aggressive station. College education, agency, promotion experience. Neat appearing. Box 77a, BROADCASTING.

Salesman - manager. Currently with prominent eastern regional, earning over $8,000. Desires locating—eastern Pennsylvania or northeast. Box 157a, BROADCATING.

Six months extensive successful rural sales. Want position with good opportunity, single, have car. Box 148a, BROADCASTING.

Announcers

Award winning disc jockey in recent nationwide poll available. Beaucoup experience. Proven sales. For information dial 411 or write Box 19a, BROADCASTING.

Baseball announcer—experienced. Two years Double A Texas League. Available two weeks notice. Experienced all major sports. Excellent references. Box 152a, BROADCASTING.

Situations Wanted (Cont'd)

Package! One combination announcer-engineer with chief engineer experience, plus announcing and programming. Eight years in radio. One announcer with chief announcer, copywriting, traffic and programming experience. University graduate. Both presently employed at $70 base, but desire change. Details and disc available. All offers considered. Will separate. Box 42a, BROADCASTING.

Young, single veteran, attended college and topflight radio school, seeks staff announcing position. Short on experience, long on ambition. New England preferred. Box 106a, BROADCASTING.

Announcer — Presently employed top ranking 50,000 watt station, married seven years experience, some writing and production. References available from present and former employers. Desire permanent position good metropolitan station. Box 84a, BROADCASTING.

Announcer: Experienced. Presently employed NY network affiliate. Console, news, commercials, disc jockey. Northeastern stations only. Disc on request. Box 90a, BROADCASTING.

Fully experienced announcer, presently employed in AM-FM network station, desires position with large progressive station. Knows programs and how they should be presented. Single, veteran, will travel anywhere. Box 98a, BROADCASTING.

Experienced sportscaster, play-by-play. Transcription will tell. East preferred. Box 97a, BROADCASTING.

Attention Florida, Alabama, Georgia, Mississippi! Experienced announcer, DJ, remotes, board. Family man, permanent, presently southwest CBS affiliate. Future important. Box 94a, BROADCASTING.

Experienced announcer with emphasis on play-by-play. A college graduate who is sober and reliable. Box 93a, BROADCASTING.

Announcer, 24, single, congenial and ready. Can double in continuity department. Speech major in college. Sheldon Secton, 5511 Washington Blvd, Chicago 44, Ill. Mansfield 6-0600.

Newscaster, experienced, desires position Chicago area. Knows classical, popular music. Good habits. Matt Alben, 236 N. Fifth Street, Steubenville, Ohio.

Announcer — Versatile. Knows languages. Inexperienced. Will travel for audition. Live audition only. Box 996, BROADCASTING.

Versatile announcer and control board operator, married, graduate School of Radio Technique, desires position on progressive station. Will travel, prefer east or south. Available immediately. Thomas C. Cole, 3209 S. 52nd Court, Cicero 50, Ill.

Announcer, with ideas, good voice, thoroughly trained, wide technical experience, hard worker. No floater, veteran, married, 24. Disc, photo available. Box 79a, BROADCASTING.

Sell newscasts with knowhow. Experienced announcer knows news and puts it across. Also discs, sports. What's your best deal first letter? Box 78a, BROADCASTING.

Two announcers: Topnotch sports play-by-play man, football, basketball, baseball specialty, sports shows and commentary. Disc jockey, late or early morning shows, children's talent shows, excellent on public relations with high school, college and civic groups, good promotion man. Both well liked, experienced, with college background and several years in commercial radio. Familiar with all facets of broadcasting. Anxious settle down with lucrative job and promising future. Presently employed, reliable, sober, industrious, excellent references. Box 76a, BROADCASTING.

Graduate northwest's oldest radio school. Prefer midwest, but will go any place immediately. Staff, news, sports, handle controls. Art Grunewald, 1722 Hennepine Avenue, Minneapolis, Minnesota.

Announcer, knows news editing, programming, scripting. Excellent musical background. Top production. Single available middle February. Herb Gottschalk, 5034 Woodlawn, Chicago 15. Atlantic 5-0516.

Chief announcer seeks staff job at metropolitan station, or program directorship at progressive station. Highest quality in all types of broadcasting. Extremely versatile. Successful commercial record on sportscasts, play-by-play sports, news. Knows all music completely. Producing shows a specialty. Can handle people. M A in speech. Write Box 110a, BROADCASTING.

Situations Wanted (Cont'd)

Announcer with pleasing voice and ability to do newscasts, commercials, disc shows. Wants opportunity for experience with small station. Box 146a, BROADCASTING.

Announcer, experienced, married. All phases of small station operation. News editing, programming, console operation, professional singer, disc jockey, production, college graduate in speech. Teaching experience in broadcasting school. Former Capt., AVS. Box 156a, BROADCASTING.

Here he is with two years experience. At present employed, WHHT in Durham, North Carolina, sports director. Done the play-by-play of the Durham Bulls baseball games (Carolina League B), the Duke University and University of North Carolina football games, play-by-play of UNC basketball games and blow by blow of the 1949 Golden Gloves. Network and other commercial committments prevent the further coverage of sports and so he wants to work with a station that guarantees sports. Will sign one or two year contract. Also does staff announcing. Available after February 17. Contact him at WHHT, Durham, North Carolina. MBS Phil Soalletta is your man.

Announcer, all-round studio man desires opportunity in radio sales. Experienced production, news rewrite, sports. Personable, single vet, 32. Some previous experience in space sales. Prefer midwest. Merely methodical, progressive worker. Business biography available and/or aircheck: Box 130a, BROADCASTING.

Experienced combination man wants position with progressive station. Will travel anywhere. Available immediately. Box 135a, BROADCASTING.

Available for permanent or relief work. Experienced disc jockey, good all-round announcer. Excellent references. Middle Atlantic area only. Box 137a, BROADCASTING.

Announcer. Experienced all phases, also play-by-play. Can furnish baseball air check. Reply Box 138a, BROADCASTING.

Experienced, versatile announcer. Interested permanent position. Single. Travel. Available immediately. Box 132a, BROADCASTING.

Wire or letter brings sports aircheck. Eight years experience. Available now. 28. Family. Box 120a, BROADCASTING.

Dependable salesman available for your sponsors. Can deliver thru commercial announcing and newscasts. More than 2 years varied experience, from AFRS to 5 kw affiliate, programming, producing, acting, records shows. Audition disc can show you sample of work. Flexible enough to change to required conditions. Box 141a, BROADCASTING.

Experienced announcer of one year. Disc shows, MC, news, etc. High school graduate, six months radio school, one year in the field, good references available. Presently employed in 250 watt North Dakota station. Ambitious and ready for a larger market. If interested disc will follow. Vet of WW2. C'mon, write. I'm waiting to hear from you. Box 121a, BROADCASTING.

Experienced announcer - disc jockey. Dependable, steady. Available immediately. Desire west or southwest. Bob Douglas, 745 East Foothill, Blvd., Altadena, California.

Announcer — Experienced, presently employed at 1000 watt independent daytime station. College graduate, single, 29 years old. References. Box 124a, BROADCASTING.

Desire on-job-training as announcer. Graduate School of Radio Technique. Some experience on thousand watter. Have ambition, talent and eligibility certificate. Disc and photo on request. Box 123a, BROADCASTING.

Announcer—Year experience in all phases of mike side radio. Formerly program director and chief announcer of midwest kilowatt. Want something permanent. Don White, 1822 Lister Ave., Kansas City 1, Missouri.

Combination announcer-engineer, single, 26. Wants work in Pacific Coast states. Experienced. Box 139a, BROADCASTING.

Thoroughly experienced personality announcer-jockey with selling delivery. Authoritative newscaster. Good radio voice. High ratings. Prefer Northeast. Presently employed in leading New York station. Box 158a, BROADCASTING.

Situations Wanted (Cont'd)

Capable sports announcer, experienced in all sports, family man, 25, no floater, college graduate, prefer south. Available for baseball season. Box 112a, BROADCASTING.

Announcer — Ambitious young man, some experience, good voice, will travel. Box 151a, BROADCASTING.

Sports director—Top metropolitan rating play-by-play professional baseball, college football, basketball. Journalism degree. Experienced news and special events. Box 159a, BROADCASTING.

Technical

Engineer — Satisfactory experience. First phone, interested announcing, single, travel, veteran. Box 92a, BROADCASTING.

Engineer, first phone, two and ½ years technical training in AM, FM, UHF and all phases of television. Presently employed with four months experience in 250 watt. Experienced in console, xmitter, remote and local net. Desire position with progressive station. Box 30a, BROADCASTING.

Engineer, 1st phone, 3 months experience transmitter, console and remotes. References. Box 101a, BROADCASTING.

Engineer—First phone, one year transmitter and remote experience with 250 watt station. Graduate RCA Institute. Available on notice. Box 10a BROADCASTING.

Radio operator, first class. Seeking position in FM-AM or television station. No experience. Willing to travel. John A. Toole, 400 West 160th St., NYC.

Immediately — AM-FM, experienced, married, dependable, sober. Box 441, Gastonia, N. C.

First phone — Engineer, veteran, 28, married. Three months experience. Midwest preferred. Available immediately. Earl Davis, 1004 Mill Street, Henderson, Kentucky.

Engineer-announcer. Married, ticket, experienced. $70.00 base. Desire midwest. References. Box 75a, BROADCASTING.

Engineer—First phone, age 22, single. Eight months experience transmitter, studio, recording, and remotes 250 watt station. Will travel. Presently employed. Box 136a, BROADCASTING.

Six years broadcast transmitter experience, AM, FM, 250w to 50kw, CREI TV graduate, associate IRE. Age early thirties, small family, presently employed, desire change southeastern USA. Box 140a, BROADCASTING.

Engineer - announcer with exceptional ability and experience. Single, car. Box 125a, BROADCASTING.

Engineer, eight years experience studio, transmitter, construction FM, now employed, desires change. Box 154a, BROADCASTING.

Engineer, first phone, 5 years shipboard and amateur radio, graduate technical broadcast school, available immediately, will travel. Box 147a, BROADCASTING.

Available immediately. Will travel anywhere. Engineer—first phone license, graduate of leading technical radio broadcast institute. Eight years ham, high school graduate, two years college. Veteran, honorable discharge, 24 years old, single, lot of transmitter experience, inexperienced in broadcasting, though. Desire position with station. Box 145a, BROADCASTING.

Engineer, transmitter, control, remotes, recording experience. Also some announcing. Single, age 24. Car. D. D. Clem, 3553 36th Ave. S., Minneapolis, Minn.

Operator, first license, four years experience broadcast transmitters, wants transmitter job. Age 30. Single. Go most anywhere. Available immediately. Lewis Sherlock, Box 1161, Plainview, Texas.

Production-Programming, others

Program director, sports editor 5000 watt network affiliate, wants year-round Florida location. Family man. Seven years experience. Do anything required of announcer. Box 99a, BROADCASTING.

Is there a station in Florida or Pacific Coast that can use a dependable young career man? Currently netting $75 weekly as program director-producer in deep south. Will consider any offer. Climate is reason for change—it's rough. Present management will furnish highest recommendation in return for having done pretty neat job of building station. Married. University graduate. Box 100a, BROADCASTING.

Situations Wanted (Cont'd)

Need a topnoch gal with eleven years in writing, production and mike work AM & TV experience, local and network outlets. Also has the proved perfect show for department shows. Write Box 155a, BROADCASTING.

Blood, sweat and tears—Will invest blood, sweat and tears in substantial enterprise with bold, bright future. Outstanding background—radio, advertising, sales, promotion. Ivy College, Phi Beta Kappa graduate. Eager swap high-salaried blind alley job for management opportunity with far horizons. Box 107a, BROADCASTING.

Continuity writers with six months or more training in announcing, production, traffic and console operation ready for placement. Pathfinder School of Radio Broadcasting, 1329 Oak Street, Kansas City, Missouri.

You consider! I have! Will forsake present income for permanent home. Well qualified, reliable, experienced man. Professional radio pianist-singer. Can announce, direct, produce, write or handle block program. Married veteran. Excellent references. Details upon request. Box 91a, BROADCASTING.

Commercial program director - announcer. Idea man with knowhow to wrap up attractive saleable program and spot package. Responsible executive now working in major market. Not seeking a come-at-once position but looking for a permanent assignment at a good salary in return for a hard hitting family man with many years of radio experience. Box 88a, BROADCASTING.

Combination announcer-engineer. Two years experience net and independent all phases announcing, newscasting and production. Also radio acting techniques. Prefer production to engineering. Want to program and write. One year copywriting and some programming experience. Disc and references. Will travel. Box 80a, BROADCASTING.

If I can't sell you by disc, how can I sell your listeners? Good promotion man desires change of climate, west, southwest. Excellent ideas, best references. Can work any phase of radio. Neat, married. Disc, photo, references on request. Box 83a, BROADCASTING.

Music director—University Masters Degree. Experience: complete charge music library, programming, script writing, good air voice. Young, available April. Box 20a, BROADCASTING.

Program director, excellent copy and imaginative production man, now programming 1 kw southern independent and 6 kw FM affiliate, desires permanent change to northeast region. 31, sober, married. In return for permanency, peace of mind and appreciative remuneration for hard work, will do excellent programming job. Box 15a, BROADCASTING.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles School of Radio, 8800 Wilshire Blvd., Beverly Hills, California.

Available now — Radio feature and newswriting experience. Two years of reporting, editing, sports, features and rewrite with second largest New Jersey daily. Rutgers journalism grad, veteran, 24, desires job in metropolitan area. Box 87a, BROADCASTING.

Program director—Seven years experience, mainly as announcer and producer, married. Desires position as program director-announcer at progressive station in south. References available from present employer, southern 50,000 watt station and others. Box 85a, BROADCASTING.

Waiting to apply for that station in the city of your choice may mean the difference between having it or not having it. Let us do it now. We carry the entire burden "from the idea to the completed station. L. W. Andrews, Inc. 219 Whitaker Bldg., Davenport, Iowa.

South-southwest. News is my profession. Currently editing, rewriting, and presenting daily news programs on 10 kw regional station. Will move on two weeks notice for attractive permanent position. If you have CP and are building your staff, I'll handle your news department and consider PD work. All details available. Box 122a, BROADCASTING.

Extensive executive and production experience in radio including Latin-American field. Also interested creative television or own air commentary. Box 149a, BROADCASTING.

Situations Wanted (Cont'd)

Young woman, versatile, ambitious. Experienced in copywriting, music direction, women's news and children's programs. College degree. References. Box 134a, BROADCASTING.

Sports scenes realistically created. Actual thrills brought to listeners. Dependable family man. Experienced all sports and other phases of radio. Box 133a, BROADCASTING.

Television

Technical

Top television cameraman with highest New York references. Write Box 126a, BROADCASTING.

Production-Programming, others

Attention television. Twenty-four year old married veteran, college degree with amateur acting and directing experience in radio drama, comedy and stage, some professional stage experience, would like opportunity to use this 5 years of experience in television. Willing to start in any capacity which offers future in television. Box 95a, BROADCASTING.

Television position as production or studio assistant or script-continuity writer desired by man with two years extensive radio experience. Salary secondary to position providing plenty of work with opportunity to learn. Box 105a, BROADCASTING.

Television writer, director, production man with sponsored show on air now, employed package house, desires a position with TV station near future. Graduate Yale University, Yale School of Drama. Experienced television theatre. Knowledge all phases production, budget-minded. Box 114a, BROADCASTING.

Television program idea man, and prominent morning MC looking for station who wants video or audio shot in arm. One hundred per week. Permanent. Box 118a, BROADCASTING.

Television production assistant or floor manager. Lots of TV experience. Box 128a, BROADCASTING.

Television producer-director with outstanding ability and imagination. For top programming write Box 127a, BROADCASTING.

College graduate, 6 years of radio experience in sports, special events, audience participation, interview, news and disc shows, wants to get started in TV. Can go anywhere in the country. Available immediately. Would also be interested in AM job with a TV future. Box 162a, BROADCASTING.

Are you going to delay your TV application until it is too late to obtain an allocation. Let us do it now. We carry the entire burden "from the idea to the completed station". L. W. Andrews, Inc., 219 Whitaker Bldg., Davenport, Iowa.

Employment Service

Sportscaster — timesalesmen, writers, instructors (TV engineering-announcer programming) Engineers (AM-FM-TV), announcer-salesmen, personality deejays, women's directors, traffic-stenographers. RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

For Sale

Eastern metropolitan market. 1 kw daytimer. Profitable, well established. $125,000. Box 163a, BROADCASTING.

Equipment

For sale: Thriving wired music business in heavily populated Florida city. Address Box 89a, BROADCASTING.

Complete radio station equipment including all 1 kw AM with monitors, limiter, etc., 250 watt FM, complete studio equipment including console, loudspeakers, microphones, control desk, turntables, Wincharger heavy duty type 300 tower with single bay pylon, total height about 257 feet. Now located in midwestern radio station which ceased operating late December. All equipment used about one year, in essentially new condition and offered as lump at very attractive price to purchaser who can take all. Gates Radio Company—telephone 522 at Quincy, Illinois, or METropolitan 0522 at Washington, D. C.

FM antenna, 4 bay federal square loop, complete with de-icers and 9'3" lattice-steel A sections, transmission line harness with expansion joints. Original cost $4,800. Will sell for $2,400.00 with engineering assistance. WTCN, Minneapolis 4, Minn.

(Continued on next page)

For Sale (Cont'd)

Lehigh tower, 205 feet with side and top flights. Now in service and in excellent condition. Will be available about March 15. Purchaser to dismantle. WBAB, Atlantic City, New Jersey.

Two Brush magnetone wire recorders, model BK-303. Perfect condition. Cost $795.00. Make offer. Box 22a, BROADCASTING.

For sale: New in original shipping boxes one General Radio type 1181-A frequency monitor less crystal and type 1931-A modulation monitor one set of tubes for each. Western Electric gray finish. Immediate shipment $950. Box 66a, BROADCASTING.

For sale—One used Buda model 6-DTG-317 30 kw diesel powered generator set, 220 volt, 3 phase, 60 cycles. Price $1000 fob, Danville, Va. Write or wire WBTM, Danville, Va.

Completely equipped mobile unit, one 25 watt VHF and one 100 watt MF transmitter, Onan 1500 watt power plant, dynamotor, controls, console, cable reels, lockers, accessories, etc. Box 142a, BROADCASTING.

For sale—Brand new GE 4BC 1A1 consolette price $1170.00. Two brand new RCA 70D turntables with pre-amps $1,200.00. WKMO, Kokomo, Indiana.

For sale—In excellent operating condition. 1 kw composite transmitter. 1 RCA frequency monitor, model 311AB. 1 RCA modulation monitor, model 66A. 1 RCA wire recorder. 1 Presto 8k recorder. 1 300 MM tower light beacon. 1 5 kw Onan plant, 110-220 single phase, 60 cycle. 1 200 ft Blaw-Knox self supporting tower. Two WE 109A reproducer assemblies and two spare heads. Two Brush pickups, model PL 20. Good buy. Write KGHF, Pueblo, Colorado.

For sale—Western Electric 335 El. 5 kilowatt transmitter with extra tubes and all switch gear necessary for installation. Performance exceeds FCC requirements. Make offer. Contact Jim Ebel, WMBD, 212 S. Jefferson Ave., Peoria 2, Illinois. Phone 7133.

For sale, immediately, a real bargain for FM CP holders. New GE 250 watt BT-1-B transmitter, a four-bay GE antenna, 200 ft. coaxial cable with dehydrator. Priced low. Write or wire if interested. The Coshocton Broadcasting Co., Coshocton, Ohio.

Raytheon RC 11 console, practically new, used less than 3 months on part-time FM schedule. Two sets WE pick-up units with arms, brackers, 9A heads, and new type KS 13383 equalizers. Three 9A WE pickup heads (need repairs). (Two WE transcription equalizers, KS 10066. Two complete sets broadcast-type Zenith cobra pickups. One UTC line equalizers, model 3A. Like new. Best offer takes above items. WLET, Toccoa, Ga.

One Lingo, insulated, guyed, uniform cross section, tubular steel tower, 165 ft. high. Excellent condition, kept painted and just re-guyed six months ago. Type A-2 lighting equipment and tuning box with 600 ft. of $\frac{5}{8}$ inch 72 ohm copper coaxial line included. Also, one Western Electric 4 bay Clover-Leaf 54-A FM antenna used six months and in excellent condition. Presently being used on 92.9 Mc's. Can be adjusted to any frequency in the FM band. Contact KBUR-KBUR FM, Burlington, Iowa.

For sale—Complete 3 kw General Electric FM equipment in good condition, used only year. Anxious move, reasonable price. State Journal, Topeka, Kansas.

For sale: and new GE 4BC-1A1 consolette, price $1170. Two brand new RCA 70D turntables with pre-amps, $1200. WKMO, Kokomo, Indiana.

General Radio 732A distortion-noise meter. WireCorder. WE 1126C compressor. Good condition, reasonable. Box 164a, BROADCASTING.

Help Wanted

Announcers

WANTED

Sportsman and good announcer by progressive station in the northeast. Please send full details complete background, recent photograph and references to

Box 116a, BROADCASTING.

Help Wanted (Cont'd)

Technical

Chief radio engineer—Large midwestern educational institution is expanding its radio broadcasting facilities. It is in the market for a chief engineer who can head up the technical staff necessary for the installation and operation of a 10 kw frequency modulation station. Studios and all equipment are new and of latest design. Applicant should have a degree in electrical engineering from an accredited college and must have a valid first class radio-telephone operator's license. Interested applicants are requested to include in their letters complete outlines of their educational backgrounds and experience, personal history and salary expected. Write

BOX 109a, BROADCASTING.

Production-Programming, others

To meet expansion program, eastern network affiliate with 5000 watt CP need two experienced men. One should be trained in local news gathering and writing and should have a good air voice. The other should be a good commercial announcer with broad sports background and ability to write both news and sports. Send audition disc, references, photograph and full letter of application with statement of experience, salary desired, marital and family status.

WERC, NBC, Erie, Pennsylvania, Jay Young.

Young lady with some small station experience. We want someone with creative ability to handle programming and transcription work. Girl we want is willing to learn our methods in this mid-city on the Mississippi. Good chance for advancement in pleasant surroundings. Creative organization. No large city housing problems. Send picture, full particulars. State salary expected. Box 96a, BROADCASTING.

Situations Wanted

Technical

DIRECTOR OF ENGINEERING
OR
GENERAL MANAGER

Experienced all phases stations 250 watts to 50,000 watts. Have designed, constructed and organized two 1000 watt, directional antenna, fulltime stations since war. Radar design and manufacture during war. Broadcast and communications before. Present position too routine to offer a challenge. Desire management of new station or director of engineering large station or group of stations. Present employers will provide top references.

BOX 103a BROADCASTING

Chief engineer position desired by responsible, qualified man. 7 years in last position. 15 years experience in broadcast industry. Capable of new installation AM-FM. Available immediately. Best references.

Box 111a, BROADCASTING.

For Sale

Stations

$40,000

Here is an excellent investment. I am an experienced manager, 17 years radio and newspaper. I have C.P. for low frequency station in midwest metropolitan market. I need financial aid. You can have control. Write Box 39a, BROADCASTING.

For Sale (Cont'd)

FOR SALE

To Settle an Estate

1000-WATT
AM

station in growing community — one station market, showing profit. Potentialities for future growth and expansion excellent. This is not a "forced" sale, but price is commensurate with potentialities, under capable management,

Please do not answer this ad unless serious and able to back good proposition.

BOX 143a. BROADACSTING

Equipment

FOR SALE

600 Foot Tower

At greatly reduced price one 600 foot Blaw-Knox galvanized steel guyed tower. Uniform cross-section up to 400 feet thence tapering to top (600 feet). In perfect condition, ready to ship. All cables, insulators and lighting equipment conform with CAA regulations.

Can be used for AM, or to support FM or television radiator with net height of 575 feet or less, with slight modification proposed by Blaw-Knox Company. First come—first served. Wire or write for additional details.

STATION WMC
MEMPHIS, TENNESSEE

For Sale (Cont'd)

FOR SALE — slightly used radio equipment:

Two Gates remote amplifiers, single channel.

One RCA microphone, type 74-B.

One RCA microphone, type 44-BX.

One Atlas microphone boom stand, model BS-35.

Three Atlas microphone desk stands, model DS-7.

One Atlas extension arm, 32 inches long, for floor or table, type BH-1.

One Altec Lansing amplifier, type A-323-A.

For further information contact Howard Caldwell, Chief Engineer, Radio Station WSIC, Southern Pines, N. C.

Wanted to Buy

WILL BUY

Construction Permit

Small Station

Eastern Market preferred

Financially responsible and competent principals

BOX 160a. BROADCASTING

School

The SCHOOL *of* RADIO TECHNIQUE

• NEW YORK •
HOLLYWOOD • CHICAGO

America's Oldest School Devoted Exclusively to Radio & Television

Comprehensive Professional Day and Evening Courses in all phases of Radio and Television Broadcasting taught by Network and TV Professionals. Moderate rates. Inquire!

Send for free Booklet B.
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NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue
HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

• RARE OPPORTUNITY •

for broadcast equipment sales engineers

Designer and manufacturer of AM and FM broadcast transmitters, audio equipment and accessories of widely recognized superiority has immediate openings for six able, experienced sales engineers to provide intensive coverage of the following territories:

PACIFIC NORTHWEST Washington, Oregon, Idaho

PACIFIC SOUTHWEST California, Nevada, Utah, Arizona. Two men here.

SOUTH CENTRAL Texas, Oklahoma, Arkansas, Louisiana

SOUTH EASTERN Mississippi, Alabama, Georgia, Florida

CENTRAL Michigan, Indiana, Ohio, Kentucky

These openings hold real rewards for ability and hard work. They can only be filled by aggressive sales engineers with a thorough knowledge of broadcast station equipment and its applications, and years of large-scale sales experience in the field. Write us fully about your background, present status and demonstrated earning capacity. A photograph will be helpful. Address BOX 21a, BROADCASTING.

Telestatus

(Continued from page 42)

American Broadcasting Co.

Here's what ABC wrote in reply to Miss Malina:

Jan. 12, 1949

Sulzberger & Sulzberger
61 Broadway
New York 6, New York

Gentlemen:

This is in reply to your letter of December 29 concerning the appearance of Miss Luba Malina in a motion picture broadcast on WJZ-TV.

We find that Miss Malina appeared in a musical short subject entitled "Samovar Serenade" which was leased to us by Pictorial Film. We have no plans to broadcast the picture again. We have referred your letter to Pictorial Films, who had given us full warranties and indemnities with respect to the broadcast.

If there is anything more you wish to know, will you please advise me.

Richard A. Moore.

Now, we're getting close to the "who" in the case. ABC blithely passes the buck to Pictorial and Pictorial just as blithely throws it back to Miss Malina's attorneys. Below is part of letter quoted by Mr. Bonwick:

"We believe our rights as quoted above are very clearly and specifically defined and that we have not violated any of Miss Malina's rights by permitting the televising of "Samovar Serenade." Nor do we believe that it is necessary to obtain Miss Malina's permission to continue the exhibition of the motion picture over television stations.

"This letter is not intended to be anything more than a statement of what we consider to be a clearly defined right and if you so desire, we will be glad to discuss the matter further with you."

George J. Bonwick

Now let's imagine that Miss Malina sues ABC, gets a judgment and collects from the ABC. Logically, ABC looks to Pictorial for reimbursement. Let's imagine further that Pictorial says, in effect, "sure we owe you the money but just try to get it." So ABC proceeds to sue Pictorial, gets a judgment and then discovers that Pictorial is:

a. Bankrupt and cannot pay;

b. Solvent but practically no assets;

c. Solvent with huge assets tied up in such a way that they cannot be touched;

d. A shell which exists only for the purpose of limiting liabilities to fifty cents.

Carry this line of thought further and imagine that Pictorial can and does reimburse ABC.

Pictorial then demands reimbursement from the producer but the producer can't or won't pay, or maybe has died. If he has died would any of his heirs accept liability under a contract they knew nothing about? Is it possible under the law to bequeath such an intangible liability? Suppose the producer never actually owned the rights. To go back to the beginning suppose the sponsor got sued and he in turn sued the television station. This line could be carried to fantastic lengths so let's stop right here and ask a few very important and pertinent questions.

First: Who do you think is actually holding the bag in the imaginary cases cited above. It's the one who actually paid out the dough—in my opinion—maybe he'll get it back and maybe he won't.

Second: What does the sponsor know of the financial condition of the advertising agency or the television station? What does the television station know of the financial condition of the film distributor? What does the film distributor know of the financial condition of the producer? This information is vital—without it what good is a warranty or representation of any kind to anybody?

Lack of Checks

Third: How many of you . . . have ever tried to get a Dun & Bradstreet report or other kinds of financial reports on the people with whom you do television film business and upon whom you rely for immunity from damages? Does the sponsor ever check up on a television station? Does the television station ever check up on the film distributor? Does the film distributor ever check up on the producer? Does the producer ever check up on the copyright proprietors? Nobody has ever asked me for a statement of Pictorial's financial condition and I have signed hundreds of contracts.

I'll guarantee that if you try to get these reports that even in the few instances where they are available you'll get the living daylights scared out of you and that is what is needed to jar us out of this fool's paradise of complacency which has been adopted as a result of some legal gobbledegook about representations, warranties and buck passing. What we need are some . . . good accountants and C.P.A.'s here to find out the financial condition of the people we are doing business with.

Add up the net free liquid assets of everybody and every company on which you have been depending to "hold you harmless" and you'll find that you are the suckers. You are the bag holders in the event of a successful suit against you for damages.

The moral and the remedy is painfully self-evident. Don't depend on the warranties of any person, firm, corporation or association unless you are absolutely positive that a strong, liquid financial condition exists to support the warranty and representation. Insist on a balance sheet certified by a nationally recognized firm of certified public accountants.

If such a certified balance sheet cannot be supplied then a bond should be posted sufficient to cover a given maximum of liability for each film broadcast by a television station. Maybe it's something on the order of an auto accident insurance policy where you are covered for everybody you kill or knock down. I don't know just what form of insurance it should take, but in conclusion I would like to say this, that unless we stop being suckers, depending on a few words written on a piece of paper without checking what is behind those words, 99% of us are going to end up in bankruptcy and television will go back where it started from ten years ago.

SPG CONTRACT

Signed in Hollywood

INCREASES OF 13% for CBS and 10% for ABC Hollywood publicists were agreed to in contracts signed between the networks and Screen Publicists Guild.

CBS increase is, in effect, 10%, with additional 3% being put into budget for further merit raises. Contract calls for minimum starting rate of $77, from $70, with 10% minimum increase retroactive to Jan. 1. It contains further a severance pay clause calling for two weeks salary for layoff after six to 12 months employment; three weeks salary for layoff after 12 to 18 months; and four weeks pay after 18 months employment. No allowance made for layoff made up to six months employment.

ABC contract covers 36 month period with permission to be reopened after 18 months on wage clause only. Increases are retroactive to Dec. 1. Minimum starting rate set at $330 per month, with automatic yearly increases. Seniority clause also established, providing for seniority rehiring of people laid off. Contract further provides for four weeks notice or two weeks pay in case of layoff.

Eastern Network Station

A long established fulltime network property, the only station in one of the best one station markets in the east.

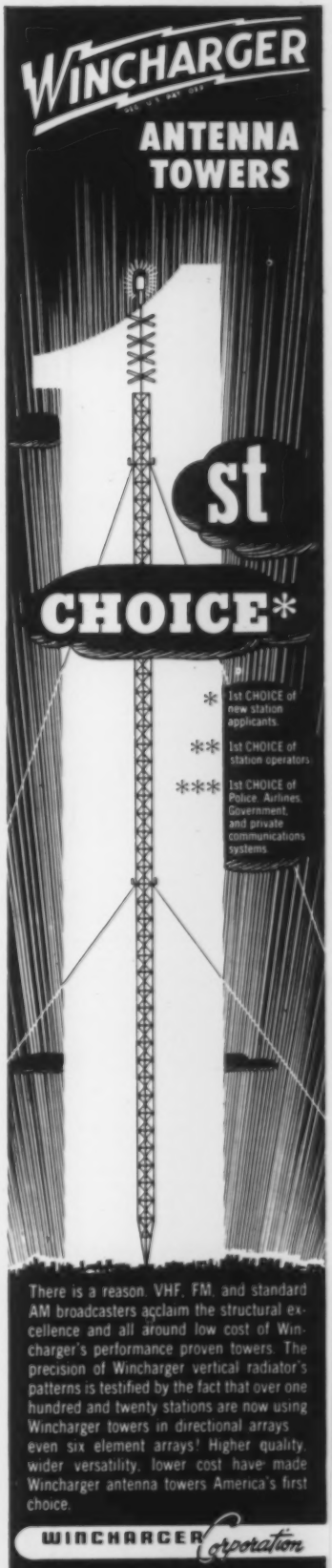
This facility is now showing a substantial profit that should be increased by capable resident ownership. Price $150,000.00.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	Philip D. Jackson	Ray V. Hamilton
Washington Bldg.	Tower Petroleum Bldg.	Russ Bldg.
Sterling 4341-2	Central 1177	Exbrook 2-5672


WINCHARGER
ANTENNA TOWERS
1st
CHOICE*
* 1st CHOICE of new station applicants.
** 1st CHOICE of station operators.
*** 1st CHOICE of Police, Airlines, Government, and private communications systems.

There is a reason. VHF, FM, and standard AM broadcasters acclaim the structural excellence and all around low cost of Wincharger's performance proven towers. The precision of Wincharger vertical radiator's patterns is testified by the fact that over one hundred and twenty stations are now using Wincharger towers in directional arrays even six element arrays! Higher quality, wider versatility, lower cost have made Wincharger antenna towers America's first choice.

WINCHARGER Corporation

Sioux City 6, Iowa, U.S.A.

For Technical Data and Prices
Phone, Write or Wire Wincharger Corporation's
Antenna Tower Division Makers of Preferred Towers

Production

JOHN H. MILLS, assistant manager in charge of reception for guest relations department of NBC, has been promoted to assistant director, television field program activities.

JAMES FONDA, supervisor of CBS *Amos 'n' Andy* operations, also appointed to supervise operations of CBS *Jack Benny Show.*

JAMES CLEMENTE, former executive producer for OIC Division of the State Department, has joined WOV New York as script editor and producer assigned to Italian language dramatic programs.

KIM GREGORY, former staff member of CBS news department, has joined network's key station, WCBS New York, as a director.

DELILA LEWIN, wife of **RICHMAN LEWIN,** manager of KTRE Lufkin, Tex., has been appointed head of traffic department at station. Mrs. Lewin was formerly advertising manager of Lufkin *Daily News.*

JOHN SPEER, formerly with CBS New York and KFH Wichita, Kan., has joined Fetzer Broadcasting Co. as production manager of WJEF Grand Rapids, Mich.

TED McKAY, program director at WCSI (FM) Columbus, Ind., and Betty Jo Johnson have announced their engagement. They plan to be married this September.

BARBARA HALL, former continuity editor at WHCU Ithaca, N. Y., has been appointed women's editor of Rural Radio Network of FM stations. Miss Hall is currently producing *The Scrapbook,* half-hour, three weekly women's program, and *Country Home,* each weekday at 1:15 p.m.

Miss Hall

RALPH HANSON of KING Seattle, has been appointed chairman of the 1949 Rules Committee for the second annual radio awards of the Advertising and Sales Club of Seattle. Others appointed to the committee were **ARTHUR GERBER Jr.,** KJR; **PAUL SWIMELAR,** KOMO and **ROBERT E. PRIEBE,** KRSC, all Seattle.

JOAN VALLANCE, has joined WMTR Morristown, N. J., as fulltime continuity writer. Miss Vallance is known on station as "The Story Book Lady," and she also serves on staff of WHBI Newark, N. J.

MILTON "Mende" BROWN, radio producer-director, has joined WOR New York, as director and producer.

KATHERINE KITCHEN, home economist for McClatchy Bee Papers (Sacramento, Fresno and Modesto, Calif.), has started daily program of kitchen and garden tips on McClatchy Beeling stations (KFBK Sacramento, KMJ Fresno, KERN Bakersfield, KWG Stockton, all California, and KOH Reno, Nev.).

TONY LANGGUTH, with production department of WNAC Boston since 1936, has been promoted to post of production supervisor of WNAC-TV.

BILL BELL has joined WBBM Chicago as scriptwriter after working as editor of teen section in Chicago's *Downtown Shopping News.* Former writer at WJJD Chicago, Mr. Bell will handle continuity on WBBM's *Gold Coast Show* (five-a-week, 4:45 to 5 p.m. CST).

BOB MURPHY, announcer on ABC's *Breakfast Club,* is the father of a girl.

BILL ALLYN, former announcer-disc jockey and librarian at WATR Waterbury, Conn., has joined CBS-TV in New York.

CARL BREWSTER, KFVD Los Angeles program director, is the father of a girl, Pamela.

CHARLES (BUDDY) ROGERS has been signed as m.c. on new *Punch with Judy* television show starting on KLAC-TV Hollywood Feb. 22. Program is variety audience-participation show, packaged by Mal Boyd, Stanley Cowan and Andre Paul.

MRS. ROBERT WOLFENDEN has been appointed program director of WMEV Marion, Va. Mrs. Wolfenden's husband is manager of the station.

CLARK L. REID, m.c. on audience participation shows at WHFB and WHFB-FM Benton Harbor, Mich., and Barbara Fox have announced their marriage.

GEORGE NESBIT has been appointed program director at WBEC Pittsfield, Mass., and **MAC McGARRY** has been appointed chief announcer.

DON TUCKWOOD, formerly with WFMZ (FM) Allentown, Pa., has joined production department of WAAM (TV) Baltimore.

JAMES A. DAY, director of public affairs and education for KNBC San Francisco, will leave soon for two-year tour of duty with occupation forces in Japan. Mr. Day has been granted a leave of absence by the station. He will serve as a civilian member of General MacArthur's staff and will head news and public affairs departments of the two Japanese networks. **WILLIAM MINETTE,** KNBC news writer and public relations man, has been appointed to replace Mr. Day.

CHARLES BILL, announcer at WJJD Chicago, and **BILLIE JENKS,** member of the station, have announced their marriage.

ET LIBRARY FEE

For FM Cut by MacGregor

A NEW and reduced rate on its electrical transcription library for FM stations only effective immediately has been established by the MacGregor FM Library, C. P. MacGregor, head of the firm, announced. The library will be offered at $75 per month. The new FM fee is considerably below the regular library fee charged AM stations, Mr. MacGregor said.

He indicated there was nothing unusual about his plan to provide a library to the small FM stations at a lower cost because it is already the practice to allow low-powered AM stations proportionately reduced rates.

WHCU Ithaca, N. Y., has made available to interested stations a radio series on understanding labor-management relations. Transcribed series of 15 minute programs may be obtained without charge.

HIGH PRAISE

S. C. Assembly Cites Stations

WAIM and WCAC (FM) Anderson, S. C., and their sports director, Jimmie Coggins, have been honored by the South Carolina General Assembly for their coverage of the Clemson College football games last season. The recognition was contained in a joint resolution officially passed Feb. 3 by both the House and Senate of the General Assembly.

Appreciation of NBC's coverage of the Gator Bowl, game in which Clemson participated, also was expressed. The resolution said in part: "We thank radio stations WAIM and WCAC of Anderson and Clemson for their broadcast of the game, and Jimmie Coggins, the announcer who was as good as the best. In this connection we would like to comment on the magnificent attitude of the National Broadcasting Company in permitting WAIM and WCAC to broadcast the game." (NBC owned exclusive broadcast rights, but granted the stations permission to carry the game direct from the field through their own facilities.)

WCFC (FM) Ups Power

WCFC (FM) Beckley, W. Va., Beckley Newspapers Broadcasting Service, has boosted its power to 31 kw, according to E. J. Hodel, manager. Included in the new equipment installed are a four-bay antenna and 10 kw transmitter. The work was done by the Zane Construction Co., West Orange, N. J., with an engineer and two field representatives from General Electric to supervise the work. Mr. Hodel also revealed that the station has become a BMB subscriber.

RADIO COMPONENT Manufacturers Federation, London, has announced the sixth annual private exhibition of British components, valves and test gear for radio, electronic and television industries. Exhibition will be held at Great Hall, Grosvenor House, Park Lane, London, from March 1-3.

TESTED SUCCESSFUL

STAR STORIES

WILL MAKE MONEY for YOU

You can't argue with Success . . . and STAR STORIES have proved successful with users throughout the land! Two dramatic narrations per show. 15 minutes with three minutes for commercials. . . beginning, middle and close. Seventy-eight of these 15 minute shows are available at a rate ridiculously low. Plus. . . . FREE COPY ANALYSIS SERVICE. . . To further insure success to users of STAR STORIES.

Write for all these money making, dramatic details and low rates for your station Remember tested ideas that have made money for others . . . Can't miss for you!

★ FREE FULL DETAILS AND PRICES

THE NATIONAL RESEARCH BUREAU, INC.
NATIONAL RESEARCH BUILDING, Dept. 214
CHICAGO 10, ILLINOIS.

Without cost or obligation send me full details about STAR STORIES and FREE Copy Analysis Service.

Name.....
Address.....
City.....State.....
Station.....

WNOE REUNION

Man and Wife United

WNOE New Orleans' "Big Joe" is a mighty popular fellow with the city's radio listeners—and a handy man to have around. Besides providing entertainment on his daily *Happiness Exchange* program, 6 to 8 a.m., he is also well known for his many community services and enterprises.

Latest venture of Big Joe, his real name is Joe Rosenfield Jr.—concerns a merchant seaman, Walter Seifferle, who was arrested in Singapore and sentenced to a four-year prison term. His wife, an Italian war bride, was found to be in dire financial straits in New Orleans and asked to appear on WNOE, which solicited clothing and other gifts from listeners. She and her 11-month old baby were also given a home.

Meanwhile Mr. Seifferle was released from prison and worked his way over on the steamship *Matthew Maury*, which finally docked at Gulfport, Miss., Jan. 19. WNOE had escorted Mrs. Seifferle to the city, and registered her under an assumed name at a hotel to avoid reporters. Early that morning Big Joe rented a yacht, and took a photographer and Mrs. Seifferle four miles out so that she might see her husband from a distance. When the ship docked at noon, she was on hand and so were reporters for the first time.

The couple then enjoyed the comforts of a bridal suite in Gulfport. WNOE paid all expenses, gave them a cash gift and defrayed expenses to the Gulf Coast and back. Listeners to *Happiness Exchange* also offered such indispensables as a three-room apartment free, furniture, etc. Promotionwise the station did a one-hour wire recording, which was broadcast that midnight—an exclusive.

Last week *Illustrated Press*, New Orleans radio tabloid, took due note of Big Joe's good will activities and awarded him—and WNOE—its first annual Gold Microphone, symbolic of outstanding performance and meritorious contribution to radio.

Mr. and Mrs. Seifferle are reunited by WNOE's "Big Joe" . . .

SWG-AFW MERGER

Stress TV Representation

SCREEN Writers' Guild announced that Associated Film Writers has become the eastern unit of SWG. The merger was ratified by SWG at a membership meeting in Hollywood.

AFW will continue to represent writers in the East in entertainment, documentary, educational and newsreel films. Video representation will be the major item on the agenda of both East and West Coast units in the coming year, it was said.

Officers of the eastern unit for 1949:

Harold Mantell, president; Newton Meltzer and John Davenport, vice presidents; Sumner Lyon, secretary; Sue Platt, treasurer. On the executive board: Lewis Amster, Dudley Hale, Richard Koch, Roberta Zechiel, Claire Birsh, Henwar Rodiakiewicz, Richard Frank, Richard LaPan, Daniel Klugherz and Thomas Wolf.

Judge AFA Entries

FIVE leaders in business and education have been appointed by Elon G. Borton, president of the Advertising Federation of America, to judge entries competing for the AFA awards for club achievement. Awards will be to advertising clubs for public relations for advertising, public service through advertising and education in advertising. The appointees: Henry E. Abt, Brand Names Foundation; Dr. Robert A. Love, City College of New York; William Reydel, Newell-Emmett Co.; Frederic Schneller, Lever Bros. Co., and Edwin F. Thayer, *Tide*.

NMC SESSIONS

Program, Speakers Listed

PROGRAM for the National Marketing Conference, to be held in Columbus, Ohio, March 8 and 9, was announced last Monday by the U. S. Chamber of Commerce's domestic distribution department. Conference will be sponsored in cooperation with various trade and retail merchants associations, and both the city and state chambers of commerce.

Purpose of the two-day session is to focus attention on the responsibilities of distribution personnel at both the world and community levels. The meeting will take place in Columbus' Neil House.

Carl M. Everson, vice president and general manager of WHKC Columbus and president of the city's chamber of commerce, will preside over the opening day luncheon. Speakers at other sessions and subjects of their talks include Jay D. Runkle, board chairman of National Retail Dry Goods Assn. and vice president and general manager of Crowley, Milner & Co. ("The Retailer's Responsibilities Today"), and Don Francisco, executive vice president of J. Walter Thompson Co. ("Analyzing the Cost of Distribution Services").

Dr. Lyndon O. Brown, vice president in charge of media, research and marketing, Dancer-Fitzgerald-Sample, will speak following day on "How to Tell the Story of Distribution in the Schools."

Z-NETWORK ADDED

For Skippy Transcriptions

THE five stations comprising the regional Z-Network in Montana are the latest to subscribe to the weekly half-hour transcribed *Skippy Hollywood Theatre*. Stations include KXLF Butte, KXLQ Bozeman, KXLK Great Falls, KXLJ Helena and KXLL Missoula.

Total of stations now carrying broadcasts is 50, including two other regional networks, Arizona Broadcasting System of seven stations and Utah-Idaho Network of four stations.

Program is recorded in Hollywood and produced and directed by Les Mitchel. Young & Rubicam Inc. is agency representing Rosefield Packing Co., Alameda (Calif.) for Skippy peanut butter.

Stockpiling Report

THE NATIONAL stockpile of strategic materials has been greatly improved, but it is still short of what it should be, the Munitions Board told Congress Feb. 2 in its semi-annual stockpiling report for the last half of 1948. Quantities of materials in the stockpile were below what is considered essential for national security, the report said. The program has been speeded up. It lagged during the years immediately after World War II to enable industry to reconvert.

The Swing is to WHB in Kansas City

10,000 WATTS IN KANSAS CITY
WHB AM FM
Represented by JOHN BLAIR & CO.
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

Tele-Tips from WLW-T

'49

The TV Magazine

"Editor" of this video version of a smart, slick sheet is telegenic Rita Hackett who knows what's what in the world. Shifting from her office to "Club '49," where suave Bob Duane is "manager" and Nancy Wright is vocalovely, Rita tete-a-tete's with celebrities for the edification of televiewers. This new type show has a growing appeal for WLW-T's growing audience.

WLW-T CINCINNATI
Crosley Broadcasting Corporation

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
NBC AFFILIATE

Mr. E. A. W. Schulenberg
Gardner Advertising Co.
St. Louis, Mo.

Dear E. A.:

Somebody must not a-had much t'do t'other day cause he figer'd that if'n all th' sponsored program series on WCHS were broadcast end to end, one program a day, they'd reach from January, 1550 to January 1950. Then he added WCHS coulda' broadcast th' "Landin' o' th' Pilgrims at Plymouth Rock". Sounds mighty fasinatin' but as my kin folk'd say, "Hit's jest a-tellin folks somethin' they already know. Namely, WCHS with them CBS program 'n' 5000 watts at 580 is a mighty, mighty popular radio station round Charleston, West Virginia.

Yrs.

Mary.

WCHS

Charleston, W. Va.

for

NETWORK CALIBRE PROGRAMS

... at local station cost

See your station representative or write

LANG-WORTH feature programs, inc.

113 W. 57th ST., NEW YORK 19, N. Y.

Agencies

(Continued from page 14)

GEORGE LAWS joins David S. Hillman Inc., Los Angeles, as assistant to the president.

JOEL M. HOLT, formerly director of radio and television for Herbert H. Foster & Assoc., Toronto and New York, joins Flint Adv. Assoc., New York, as account executive.

THEODORE B. PITMAN Jr., joins John C. Dowd Inc., Boston, as director of radio and television department.

JOHN WATERS, formerly advertising manager for Sylvania Electric Products lighting division, joins Newell-Emmett Co., New York, as an executive on Sylvania account.

MARSHALL G. ROTHEN of ABC publicity department, resigns effective today (Feb. 14) to join Kenyon & Eckhardt, New York, as assistant to agency's motion picture department director.

PETER TORRIERI, formerly general sales manager of Embros Wine Co. of Baltimore, joins Baltimore office of St. Georges & Keyes Inc.

EARL EBI, producer of *Edgar Bergen Show* for J. Walter Thompson Co., Hollywood for past seven years, appointed television director in agency's Hollywood office. **SHEILA ERSKINE,** formerly publicist with moving picture studios, joins agency's public relations staff.

J. KENNETH WHITE, formerly with Federal Adv., New York, joins Biow Co., New York, as account executive.

PUBLICIDAD GUASTELLA, S. A., New York, Cuba and Mexico, announced removal of its Havana offices to H Y 21, Vedado, Havana, a new building owned by the firm.

KEN CLAFFORD, formerly with Arthur Meyerhoff & Co., Chicago, appointed to copy staff of Walter L. Rubens & Co., Chicago.

ALLEN-EVANS Inc., Los Angeles, becomes Allen-Evans & Jenkins Inc., with addition of **DOUGLAS JENKINS** as partner in firm. Mr. Jenkins, formerly operator of his own agency in Santa Monica, Calif., will head agency's advertising department. Other additions to staff include: **THOMAS RIDGEWAY,** as head of television; **HUBERT H. ROBERTS,** as production manager, and **CHARLES RENE ESCALLIER,** as head of news planning. New offices are at 8473 Beverly Blvd.; telephone is Webster 3-9216.

LATHROP MACK resigns as vice president and general manager of Davis-Harrison & Simmonds, Los Angeles. He announced no future plans.

PAUL PRICE joins Hunter Adv., Los Angeles, as account executive. Mr. Price was most recently radio and publicity director for Dewey-Warren campaign in San Francisco, and before that was office manager for Margaret Ettinger & Co., Los Angeles.

LEE RINGER, head of Lee Ringer Adv., Los Angeles, appointed president of Southern California Assn. of Advertising Agencies by association board of directors. Other officers include: **NORTON W. MOGGE,** president of Mogge-Privett Inc., Los Angeles, vice president; **HENRY WELSH,** of Welsh-Hollander Adv., same city, secretary-treasurer.

ROLAND HOWES resigns as production manager of J. Walter Thompson Co., San Francisco. His future plans have not been announced. **LESLIE WHITWELL** promoted to manager of agency's mechanical traffic department.

Respects

(Continued from page 48)

communications Conference in Atlantic City.

Arthur Budlong was born in Washington, D. C., on Nov. 2, 1901, and educated in the District's elementary schools and McKinley High. After graduation he took courses in shorthand and typing and other "commercial" work and in 1920 enrolled at Brown U., which he attended one year. After whiling away a summer on his father's sailboat (Percy Budlong was an official reporter in the Senate), he turned that fall to newspaper work and the trade paper bureau, Technical News Service.

Like many radio "hams," Mr. Budlong's interest in amateur radio was whetted at an early age. When he was ten, he had read a magazine article which decided him to launch out on his own. Scraping together enough money, he bought a crystal detector, a single-slide tuner and a single headphone. For a year he listened faithfully—evenings and weekends—before hearing a sound. But his interest was aroused when NAA (Naval Observatory radio station) became active and put a good signal into the Budlong receiver. He kept on and finally heard Navy stations occasionally.

With practice, he gradually built up his code speed and eventually built a low-power transmitter with a Ford spark coil and single-slide tuner. Building of a condenser, a problem to most early-day amateurs, was resolved by his own improvised methods. Amateurs in 1913 customarily saved bits of tinfoil for months to form condenser plates, but this young "ham" used leadfoil rolls from his grandfather's X-ray plates and came up with his father's glass photography plates as insulators.

Before the government issued licenses, he used the identification "AB." And in March 1917 he walked out of the Commerce Dept.'s office with a brand-new operator ticket—after having been persuaded by two friendly officials

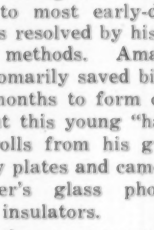
UOPWA CAMPAIGNS

For Greater Membership

RADIO GUILD, Local 50, of United Office and Professional Workers of America, CIO, began an industry-wide leaflet distribution job in the New York area Wednesday to sell station and network employes on joining the union.

The piece, given away outside office buildings, said UOPWA stood for general increases of 30% or $15 a week and a dollar an hour minimum. It cited wage increases UOPWA claimed to be responsible for at CBS and at Federal Telecommunications Laboratories, N. J. Sylvia Sheridan, guild representative, said 15,000 leaflets would be distributed in a week's time.

"VIC" DIEHM SAYS:



Don't Forget! Have a "Look"

. . . at WAZL's half-page '49 Yearbook ad when planning your '49 advertising budget. It will tell you in facts and figures just why your WAZL spent advertising dollars will result in direct sales gains!

Sincerely

Vic Diehm

AFFILIATED WITH NBC - MBS

WAZL

THE VOICE OF PENNSYLVANIA'S HIGHEST CITY

Established 1932 · Hazleton, Pa.

in the Dept. of Commerce to take an examination.

Mr. Budlong is frequently called upon to explain how he received a license before the first World War inasmuch as he didn't have an amateur call sign for that period. Actually the licensing setup required station-authorizations to be submitted to Baltimore, and, as it turned out, the U. S. went to war while his application was being processed there.

In 1922, a year after he left Brown U. at Providence, R. I., Mr. Budlong found his interest centered on amateur work and organizational matters. He experimented with numerous circuits and wrote several articles for *QST*, official organ of the ARRL.

As voluntary secretary of the Railroad Emergency Service Committee, a joint group of railroad officials and amateur radio leaders, he helped coordinate emergency communications for the railroads. Chiefly because of his newspaper experience with Technical News Service the previous fall, he was hired as assistant division publicity manager of ARRL's Washington office, and became one of the famous "Inkslingers."

When the "ham" association neeed a new editor for its syndicated newspaper column ("Current Radio"), on Feb. 11, 1924, it turned to the young Washingtonian and brought him to Hartford. Interest in the column diminished with the appearance of commercially-built sets on the market.

Emergency Network Set Up

Mr. Budlong then turned his spare time to railroad communications again and shortly was appointed assistant traffic manager. He organized the PRR Emergency Net, the first amateur network devoted solely to emergency communications preparedness. Its general call, QRR (now QRRR), eventually became internationally recognized as the amateur land distress signal.

In 1926 Kenneth B. Warner, late ARRL secretary, needed an assistant and understudy and chose Mr. Budlong for the assistant secretary's post.

In the years immediately preceding the '30s, Mr. Budlong served as radio aide of the first corps area, Army Amateur Radio System. When he retired later, New England "ham" members of AARS presented him with a certificate reading: "Onehellofaswellguy."

Mr. Budlong's record of wartime service is one of active participation in all phases of allocations work. When he applied for a Coast Guard commission in early 1942 he was turned down because of faulty vision. The Coast Guard's communications office learned of his interest and obtained for him a physical waiver. Commissioned a lieutenant, he reported to Washington where he was assigned the job of setting up a frequency- allocations section.

ONLY businessman to appear on the U. S. Junior Chamber of Commerce list of "the 10 outstanding young men of 1948," R. N. W. Harris (r), president of the Toni Co., Chicago, receives a ruby-studded key and plaque from Paul D. Bagwell, chamber president. Presentation was made at St. Joseph, Mo.

His unusual background in communications problems made him so valuable that he spent his entire war service in work of this type. He was promoted to the rank of lieutenant commander. He served with many planning groups, including the Joint and Combined Frequency Allocations Committees, Joint and Combined Radio Aids to Navigation Committees, an Air-Sea Rescue Service Committee, and the Interdepartment Radio Advisory Committee (IRAC).

Distress Transmitter

His participation in Air-Sea Rescue resulted directly in production of a modified version of the "Gibson Girl" lifeboat transmitter, providing an additional high frequency distress signal. With the improved model, downed pilots no longer had to crank the old model for hours on a liferaft with their low-power, low-frequency signals undetected.

Mr. Budlong has a sharply-tooled sense of humor which he uses to plane down difficulties of everyday routine. During the 1946 Moscow Conference, he and his friends instigated the Red Herring League, an unofficial subcommittee of the allocations specialists, on which he served as "vice president in charge of obstruction and delay." Russian representatives preferred paying the entry fee of 200 cc. of vodka to the stigma of anti-socialism, and one of their number rewarded himself with the euphemistic title, "vice president in charge of by-paths and detours."

Part of Mr. Budlong's job at ARRL is to keep amateurs informed on activities in the regulatory field. Consequently he makes numerous trips throughout the country, speaking before city radio clubs and League regional conventions.

Recently he spoke before 56 different clubs in many cities, attended two weekend conventions and four smaller informal meetings, and in all covered 30 states, Ontario and Cuba.

His associates call him the "indestructible" Budlong.

The "indestructible" is also president of the South Lyme Beer, Chowder and Propagation Society, a group of seven ARRL staffers whose prime interest lies in amateur emergency communications preparedness. They meet annually on the occasion of League Field Day tests, to erect antennas, set up equipment (using a gasoline-driven generator), and operate an amateur station for 24 hours continuously. The spirit of camaraderie inherent in the society's name actually belies the serious purpose underlying its activities. During the 1936 New England flood, for example, Mr. Budlong and one other ham operator spent two solid days at the Hartford link in an amateur 5-meter network which covered the Connecticut river to report river height, etc.

While amateur radio holds No. 1 spot, Mr. Budlong's interests are diversified. He can converse intelligently on almost any subject, more often than not from first-hand knowledge. In the '20s, he served as gunnery sergeant in Connecticut National Guard. He has also done some flying and parachute-jumping. He owns an excellent collection of 35mm slides. He plays the harmonica well, doesn't do badly with the mandolin. His favorite musical group is the Chamber Music Society of Lower Basin Street.

Mr. Budlong's other hobbies have ranged from raising mink and pet skunks to rabbit propagation for eating purposes.

One of his greatest loves, though, is sailing, and his present pride is a Penguin dinghy in which he and his wife cruise Long Island Sound waters on afternoon or weekend jaunts. An expert at navigation, he has piloted large sailing craft through the Inland Waterway to Florida and has sailed on Chesapeake Bay as well as in New England waters.

Mr. Budlong holds membership in the Off Soundings Club of Essex, the Capitol Yacht Club, Washington, and the Marine Historical Assn., Mystic, Conn. His love of the shore is so great that he makes his home in Long Island Sound, at South Lyme, Connecticut, commuting fifty miles to Hartford and back each day.

When he married Nancy Woodward in 1934, they decided to build their own house at the shore and did, from foundation to shingles and the last coat of paint—and on weekends!

WBAL announces

the appointment of

Leslie H. Peard, Jr.

as Assistant

to the Manager

RCA INSTITUTES, INC.

A Service of Radio Corporation of America

The oldest and recognized as one of the leading Radio Schools in America offers its specially trained Radio and Television technicians to the Broadcast Industry. (Our graduates have 1st Class Telephone License.)

We solicit your inquiry.

Address: Placement Manager

RCA INSTITUTES, INC.

350 West 4th St., New York 14, N. Y.

Promotion

WHEN WCOP Boston learned of General Motors "Transportation Unlimited" show to be held in New York, it sent several staffers to cover it in person. They tape recorded all the glories of new automobiles and complimentary fashions for listeners at home. Following the broadcasts of the activities WCOP prepared a booklet giving all the details on how it went about covering the event. Preliminary promotion stunts, comments from news and women's reporters who were there, all led to the final half hour show which the station broadcast on "Transportation Unlimited." The booklet gives all the details of preparation of an actual broadcasting of the event.

New Broom Sweeps Clean

"HOW YOU, too, can get your product on—and off—the shelves of retail stores in eight of the country's best markets," might well subhead the colorful booklet, *A Clean Sweep for a New Broom*, illustrating CBS' Housewives Protective League program service. Book, cleverly illustrated with pictures of housewives, cites the case of the Lorenz Broom Co. of Southern California and its sales of a new sponge rubber broom which HPL promoted on the air. Illustrations depict the sponsor's dilemma until he puts his product on HPL program. Examples cited by book include description of program as one ". . . that sponsors the product," and that it is heard live in eight great markets broadcast by a local personality.

Readers Service

BOOK-marks placed in each book withdrawn from the public library and promoting WJOI Florence, Ala., is station's newest promotion trick. Done in bright red with black lettering, book-mark gives WJOI's air time plus library rules, a service to each.

'FS—'49'

IN Chattanooga, Tenn., WDBX is going all-out to aid the U. S. Health Department in its intensive fight against syphilis. Campaign titled "FS—'49" (Fight Syphilis—1949) is being promoted through posters which WDXB has put in every public gathering place, and through station breaks. Each break ends with the "FS—'49" tag, and they all urge listeners to tune in to its special transcribed programs. Station reports it is largest campaign ever staged in Chattanooga.

Radio Column

SERIES of daily columns on the radio page of the Washington *Daily News* is being run by WOL Washington. Concurrently the newspaper is carrying a series of spot announcements on the station. The column, which appears six evenings a week under the title "WOL Listening Reminders", features network and local programs of WOL-Mutual, and is written under direction of John Bondeson.

SHORT, but graphic was WBCK Battle Creek (Mich.) course in radio business. Station set up a display exhibit in its building and invited local citizens to see how radio worked. Six panels dealt with phases of radio: News gathering, programming, promotion, etc. Scale model of WBCK's transmitter plant graced the top of the exhibit. Jack Severson (l) and Jim Hanna delivered their daily noon newscast from the display as an extra attraction.

You Bank Bigger Profits, too

...when WTAR does your selling job in the Norfolk Metropolitan Market

WTAR delivers twice as many weekday morning listeners as its nearest competition . . . 2.8 times as many, weekday afternoons . . . 3 times as many, evenings. Sunday afternoon, 2 times as many listeners and 2.7 times as many, daytime Saturday. (Hooper Station Listening Index, November-December '48 for Norfolk-Portsmouth-Newport News, Va.)

Easy to see why WTAR gets along so well with thrifty folks.

N.B.C. Affiliate — WTAR WTAR-FM — 5,000 Watts Day & Night

Nationally Represented by Edward Petry & Co.

'Drop In'

TO ENCOURAGE program advertisers of WHBC Canton, Ohio, to call attention to their shows in their newspaper advertisements, station has prepared special mats of appropriate design for use as "drop-in" slugs. Advertiser is given choice of five one-column cuts which picture station's character, "Good Neighbor Mike," a microphone with call letters, a scroll box and a box banner treatment, allowing room for inserting program title, day and time. WHBC reports that by providing mats and cuts results are more favorable.

At the 'Quack' of Dawn

SINGING ducks and their m.c. Fred Bennett are object of WPEN Philadelphia's latest promotion piece. Picture of Mr. Bennett at his organ and a note on the type of program, platter, chatter, and singing ducks are played up by station. Attached to picture is a card from WPEN saying that it's the station that has the know-how on "How to wake up your sales and keep them awake."

Personnel

GEORGE A. DeGRACE Jr., former executive secretary of the Marquette U. Alumni Assn., has been appointed promotion director of WISN Milwaukee. He is former assistant director of the 1948 Corporation, Milwaukee civic group.

GERALD STATEN, formerly publicity and promotion manager for WTAD Quincy, Ill., has joined WNBH New Bedford, Mass., as national sales promotion director.

DICK HARRIS, former promotion manager of KELO Sioux Falls, S. D., has joined WNAX Yankton, S. D., as assistant promotion manager.

BRUCE MACK, former promotion manager of KOSA Odessa, Tex., has joined KPHO Phoenix, Ariz., as publicity director.

PRODUCTION

Barnouw Pens New Book

HANDBOOK OF RADIO PRODUCTION. By Erik Barnouw. 324 pp. Boston: Little, Brown & Co. $4.50.

A DETAILED description and analysis of radio production is offered by Erik Barnouw in his new volume, *Handbook of Radio Production*. Mr. Barnouw has directed programs for such products as Camels, Goodyear, Barbasol and Oxydol and has written for *Cavalcade of America*, *Theatre Guild of the Air* and others. In addition to his writing he is now manager of the Radio Program Bureau of Columbia U.

Starting with an introductory discussion of radio's force in shaping people's ideas, Mr. Barnouw then covers the elements of production which serve to convey a program idea to the listener. After reviewing the physical elements necessary to a program—microphones, record players, etc.—the jobs of various staff members are examined in detail.

An outstanding element of *Handbook of Radio Production*, from the standpoint of the active radio man, is that it never separates theory from practice. Various problems are presented with samples of the programs themselves. A complete script with producers' directions is included and the book closes with an alphabetical guide to production terms and techniques.

Announcer Pay Raises

LAST of 14 Los Angeles area stations with which American Federation of Radio Artists was negotiating for staff announcer raises was signed last week, when KGIL San Fernando agreed to boost announcers' salaries from $60 to $70. KFAC Los Angeles recently came to terms with the union, raising announcers' salaries from $66.90 to $78.75, retroactive to Sept. 17. According to Claude McCue, AFRA executive secretary, union expects to negotiate soon with two other Los Angeles area stations, KOWL Santa Monica and KAGH Pasadena.

ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA'S FIRST THREE MARKETS

ATLANTA MACON SAVANNAH

The Georgia Trio

WAGA ATLANTA 5000W · 590Kc

WMAZ MACON 10,000W · 940Kc

WTOC SAVANNAH 5000W · 1290Kc

The C.B.S. Affiliates in Georgia's First 3 Markets

Represented, individually and as a group, by THE KATZ AGENCY, INC.

WISCONSIN

Radio League Hears Lanphier Views

"THE PEOPLE want television, and what they want they'll get, whether you give it to them or not," C. J. Lanphier, president and general manager of WFOX Milwaukee, warned members of the League of Wisconsin Radio Stations in Milwaukee. Mr. Lanphier is president of the group.

He answered his own question, "Is television a stampede to be stopped or a steed to ride?," by asserting that AM broadcasters "realize both that they can't afford to get into it and can't afford not to."

Mr. Lanphier

Mr. Lanphier discussed the chances for video in small markets outside metropolitan areas. (Wisconsin has one television station, WTMJ-TV, owned by the *Milwaukee Journal*.) "If we don't expand into television, other interests will come into these markets and take over with new money and talent," he said.

At the business session the 30 members attending adopted a resolution to "oppose strenuously" Senate Bill 93, introduced in the Wisconsin legislature by Sen. Taylor G. Brown of Oshkosh at the request of the Lutheran Ladies League. The bill, postponed for action until Feb. 16, provides for "restriction and prevention" of all radio programs involving "bloodshed." Sixteen members volunteered to appear at the state capitol in Madison that day.

The association discussed informally the proposed purchase of four FM stations by the state. No action was taken. Wisconsin owns six stations—two AM and four FM—four more than any other state owns or operates. Appropriation for acquisition of the stations will be voted on in this legislative session, as the previous budget was rejected.

League members are opposed to the additional outlets. They claim that such stations, operated by the U. of Wisconsin under direction of the State Radio Council on a noncommercial basis, should feature educational rather than news-music-sports programming.

Members also decided to admit station representatives from upper Michigan as guests at meetings and to recognize the Wisconsin-Upper Michigan Sales Assn.

MORE CALLS

Under New FCC Procedure

SCRAPING the barrel for calls to assign new broadcast stations is now a thing of the not-too-distant past for FCC.

Under a new procedure for assigning of calls to nonbroadcast radio services, announced last week by the Commission as effective Feb. 1, many thousand new four-letter call combinations in both the W and K categories will become available for broadcast assignment and limited ship telephone-telegraph use.

There is no change in call assignments for the broadcast services, FCC pointed out, except auxiliaries and other than the many thousands of new calls being made available.

Just about a year ago, before a modification in ship call assignments, the FCC was down to less than 100 four-letter combinations which it might assign new AM, FM or TV stations. However, the Commission now has available some 2,400 W combinations and some 2,650 K combinations and more will be released under the new procedure. Arithmatically there are 35,152 possible permutations of four letter W and K calls.

Broadcast stations wishing to secure new calls, as heretofore, will have to submit a list of specific selections—a dozen or so—for the Commission's Commercial License Section to check. FCC will not supply lists of available calls.

Cat-Mouse Story

A. J. GERANIS, WBCK Battle Creek, Mich., transmitter supervisor, thought he had the answer for station's mouse troubles. A mouse had wandered into a WBCK transmitter, discovered the high voltage power supply and put station off the air for ten seconds. Mr. Geranis decided to adopt a cat. Result: Young Tom, evidently getting a sniff of the deceased Mr. Mouse, poked his nose into the power supply via a large conduit. He lived all his nine lives in a split second.

KSOX REDUCTION

Decrease from 50 kw Granted

A DECREASE in nighttime power of KSOX Harlingen, Tex., from 50 to 10 kw has been authorized by FCC.

The station, owned by Texas Star Broadcasting Co., licensee of KTHT Houston, is assigned 1530 kc, on which WCKY Cincinnati and KFBK Sacramento are assigned with 50 kw.

KSOX was authorized originally to operate "fulltime" on 1530 kc with 50 kw—except for the three hours between local sunset at Cincinnati and Sacramento [BROADCASTING, Feb. 23, 1948].

The reduction in nighttime power, and also changes in the directional antenna system to decrease nighttime radiations, were requested by KSOX. FCC said they would "adequately protect the 0.5 millivolt skywave contour of station WCKY," and therefore dismissed as moot WCKY's request that the original grant for KSOX be reconsidered.

MONTHLY REPORT

Advertest to Study Video

ADVERTEST Research, New Brunswick, N. J., next March will begin publication of monthly studies investigating subjects of major interest to those engaged in the television field the market and media research firm has announced.

Titled "The Television Audience of Today," the publications will cover subjects collected from those suggested by subscribers. Daytime video, appeal of film to children, and TV and radio are among those contemplated. Each study will be based on 500 personal interviews with set owners throughout the metropolitan areas as supported by concurrent Advertest TV research operations.

Special TV research facilities will be made available to subscribers at a minimum cost as an additional service. Research is designed to build clients' TV libraries and to supplement or supplant their own research activities, according to the firm.

N.J. TV PROJECT

Ground Breaking Feb. 13

COL. EDWARD A. DAVIES, president of the Long Beach Island (N. J.) Foundation of the Arts and Sciences, has announced that ground was broken Feb. 13 for the foundation's first building in Long Beach Park [BROADCASTING, Jan. 31]. The structure will be ready for television, music and art classes next summer.

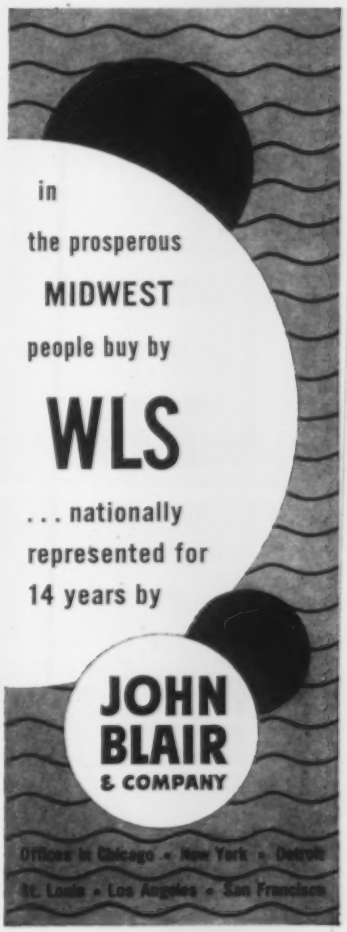
Top priority will be given studies in television, according to Col. Davies, who reports requests on the subject from stations and advertising agencies. Col. Davies also announced that the project will be constructed on 30 acres of land as 15 additional acres were purchased on Jan. 21.

Review Board Bill

A BILL has been introduced in the Washington State House of Representatives which would prohibit publication, distribution or broadcasting of "offensive and lurid material detrimental to children under 18 years of age." Tossed into the legislative hopper at Olympia on Feb. 4 by State Rep. John M. Wilson (D), the proposed measure (H.B. 306) would authorize the establishment of censorship boards to pass on such publications and broadcasts.

It takes four — the four audiences guaranteed by WBNX—English, Yiddish, German, Italian—to cover ALL New York.

Thus, WBNX, New York's four-star station, fits the needs of all listeners . . . reaches all the people you want to sell in this multi-language area.



Technical

JAMES DRAKE, formerly chief engineer at WRIB Providence, R. I., has joined technical staff of WJAR Providence. RICHARD L. BUCKLEY will replace Mr. Drake as chief engineer at WRIB.

HENRY P. KALMUS, formerly on staff of research laboratory of Zenith Radio Corp., has been appointed to staff of National Bureau of Standards. Mr. Kalmus will conduct investigations in electronic techniques.

EDWARD HAMILTON, former head of radio frequency research of Allen B. DuMont Labs Inc., New York, has been appointed station engineer in charge of the WJZ-TV New York transmitter.

SOUND APPARATUS Co., Stirling, N. J., has announced development of a graphic recorder, Model FRA. A direct ink-recording instrument, the recorder automatically plots a curve of any slowly or rapidly changing measurable quantity that can be converted into a DC or AC voltage. Measuring ranges can be selected and recorded either on a logarithmic or linear scale.

ELKEN Mfg. Co., Hollywood, has announced its new automatic splicer for editing magnetic tape is now in commercial production, and is being readied for distribution this week. Splicer necessitates only two manual movements and completes performance in 10 seconds as against one to four minutes previously required in patching tape with scissors and scotch tape.

CHARLES ROTHERS, engineering supervisor of remote operations at WGN-TV Chicago, is father of a boy, Charles Thomas.

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31,000 watts
New Orleans' *first* and *only*. Transmitting from atop the Hibernia Bank Building—the Empire State of the Deep South.
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Covering New Orleans, South Louisiana and the Gulf Coast.
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(C. P. 155,000 watts)
WDSU's dominant Hooperating, pioneering service and high listener loyalty is THE buy in New Orleans!
NEW ORLEANS ABC AFFILIATE
WDSU
Represented by the John Blair Company

NABET

IBEW Declines to Participate In Contract Negotiations

INTERNATIONAL office of IBEW has rebuffed NABET by declining to participate in contract negotiations with networks, it was learned last week.

A NABET official said that despite the refusal of IBEW, NABET would remain willing to work for the common good of technicians and engineers in the radio and television fields and that therefore its offer to IBEW was still open.

History of the NABET offer goes back to a joint meeting help in September in New York of members of both IBEW and NABET in the Metropolitan New York area. At that time the members of the two unions approved the proposal of cooperation in network negotiations.

Following the joint meeting, the NABET national office sent a letter offering participation to the IBEW headquarters in Washington. The IBEW answer turning down the offer followed last week.

Meanwhile, it was learned that the NABET executive board has scheduled a week of meetings, starting today, on the question of jurisdiction in the radio and television fields. This meeting, called prior to receipt of the IBEW turndown and therefore not a consequence of it, will undoubtedly now have NABET-IBEW relations as part of its agenda.

Attending the meeting will be the following board members: President, John R. McDonnell, San Francisco; Richard T. Parks, San Francisco; Edward Lynch, Rochester, N. Y., and John H. Hogan, Washington, D. C. The latter three are heads of NABET units in their respective areas. Also attending will be Clarence Westover, national executive secretary, and Harry Hiller, national representative.

UHF STUDIES

2 Stations File for CPs

UHF TELEVISION experimentation projects are proposed by WQAN-AM-FM Scranton, Pa., and WFCI-AM-FM Pawtucket, R. I., in applications filed with FCC last week for construction permits. Both would study propagation characteristics in their area for 515 mc video transmission.

Both experimental programs are to be conducted under the direction of McNary & Wrathall, Washington consulting engineering firm, the applications stated. Pulsed modulated visual signal would be used with peak power of 5 kw in both instances. Transmission antennas of the slotted cylindrical type used by WNBW (TV) Washington for its UHF tests are specified. Power gain is 10 and horizontal polarization is specified. Considerable experimentation would be done in field of receiving antennas.

The WQAN request indicated the experimental station would be used "to determine suitability of UHF band for TV operation in the Scranton area" and the project would require about six months. Similarly, WFCI would study Pawtucket-Providence, R. I., area. Each applicant indicated a sum of $10,000 has been designated for the program.

Neither of the stations would transmit programs. Signals would be transmitted only to allow field test measurements.

SMPE Unit to Meet

SOCIETY of Motion Picture Engineers, Atlantic Coast section, will devote this month's meeting to sound-on-film recording, stressing important developments in the 16-mm video film field. Meeting, to be held at 7:30 p.m. on Feb. 16 ,will be at New York's Western Union Bldg., 159 West Broadway. A short program of 16mm films will precede the reading of technical papers, including "Stepping Along With Television," which demonstrates the coaxial and radio relay operations of television networks.

Election at WBGE

NATIONAL Labor Relations Board Feb. 4 directed WBGE and WBGE-FM Atlanta to hold a secret ballot election within 30 days among studio and transmitter technicians to determine if they wish to be represented by International Brotherhood of Electrical Workers (AFL).

GE TO ADVISE

U. S. Standards for S. A.

R. S. YEANDLE, General Electric television engineer, was scheduled to leave Feb. 10 for South America where he is expected to urge the adoption of U. S. television standards for all Latin American countries. One of the first stops in his six-week tour will be Rio de Janeiro, Brazil, according to GE's transmitter division, Electronics Park, Syracuse, N. Y.

While in Brazil, Mr. Yeandle will advise on the selection of a transmitter site for South America's first TV station, to be equipped by GE. Proper functioning of this station will encourage other Latin American countries to use U. S. equipment for future video outlets, GE pointed out. Mr. Yeandle will advise prospective stations on equipment requirements, site selections and other technical details.

Several European countries are also bidding for adoption of their equipment and standards in South America, according to GE engineers. Foremost are the British and French TV companies, whose standards differ markedly from those set up by FCC. American equipment, operating on 60 cycles, can be used on South American 50 cycle systems with little change, the engineers said.

Turntable

GORDON JENKINS, composer-director, has been appointed musical director for Decca Records, New York.

FREDERIC W. ZIV Co., Cincinnati, has announced that William B. Reily Coffee Co., New Orleans, has contracted for its *Old Corral* program in nine additional markets, bringing company's total sponsorship of programs to 71 southern markets. Ziv firm also announced its *Barry Wood Show* has been purchased by KOY Phoenix, Ariz., and KXRO Aberdeen, Wash., which also contracted for *Favorite Story* program. San Francisco Brewing Corp. has renewed the *Guy Lombardo Show* over KNBC San Francisco for a second full year. Other purchasers announced by Ziv include: KDSX Denison, Tex., for four shows each on 52 week basis; Utah Oil Refining Co. for *Guy Lombardo Show* on KSEI Pocatello and KTFI Twin Falls, Idaho, and renewed on KIDO Boise, Idaho; Paramount Radio Shop renewed for *Guy Lombardo Show* on WOW Omaha, Neb.

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Attractive three color map shows AM-TV stations in U.S., its possessions and Canada . . . by city . . . county, state—territory . . . province . . . plus time zones.
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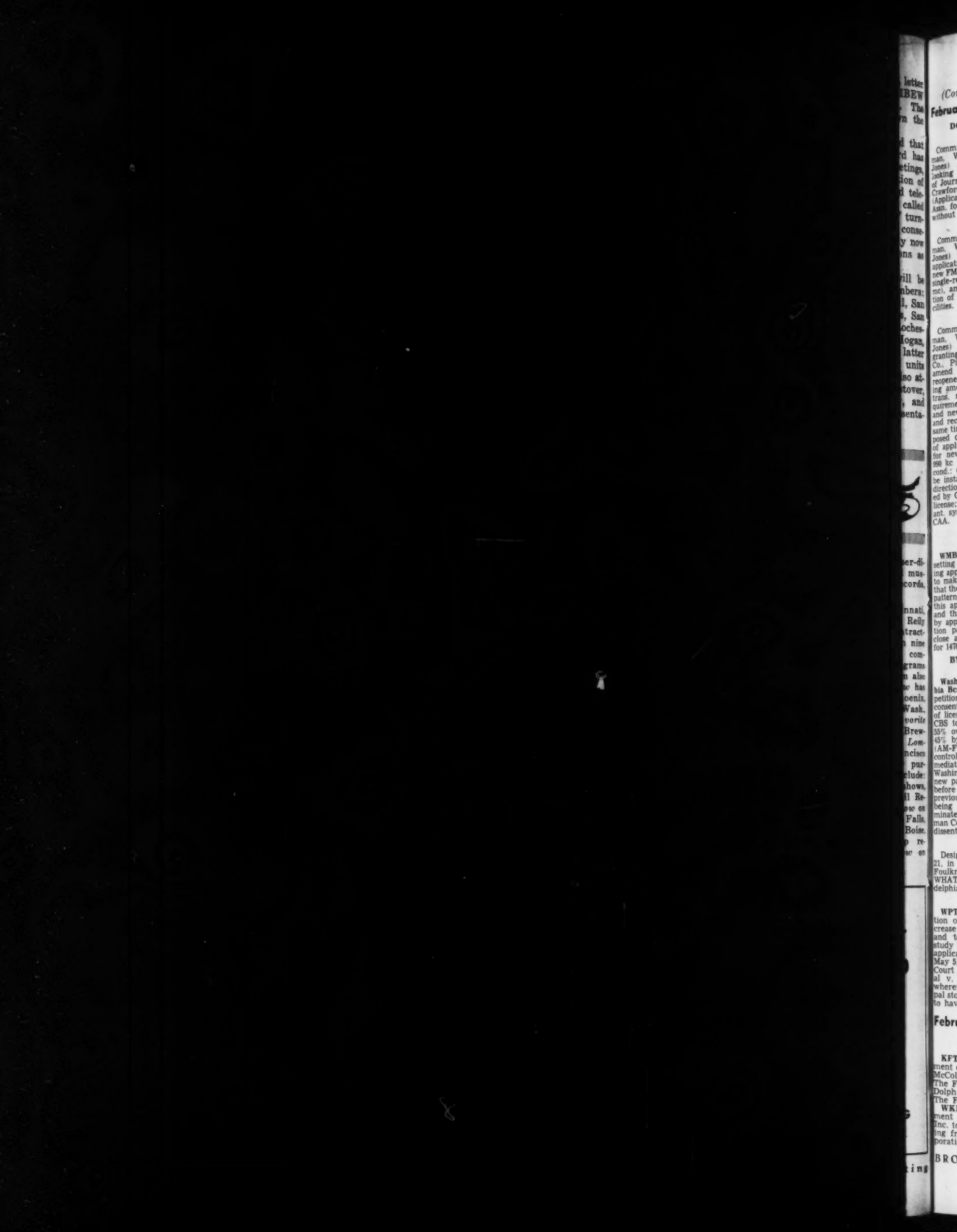


FCC Actions

(Continued from page 74)

February 10 Decisions . . .

DOCKET CASE ACTIONS

AM—1340 kc

Commission (by Comrs. Coy, Chairman, Walker, Hyde, Sterling and Jones) announced proposed decision looking towards denial of application of Journal-Review for new station in Crawfordsville, Ind., 1340 kc 250 w unl. (Application of Crawfordsville Bcstg. Assn. for same facilities was dismissed without prejudice on March 8, 1948.)

FM—99.9 mc

Commission (by Comrs. Coy, Chairman, Walker, Hyde, Sterling and Jones) announced decision granting application of Inter-City Bcstg. Co. for new FM station in Providence, R. I., on single-remaining channel (No. 260, 99.9 mc), and denying competing application of R. I. Bcstg. Co. for same facilities.

AM—990 kc

Commission (by Comrs. Coy, Chairman, Walker, Hyde, Sterling and Jones) announced adoption of order granting petition of Pittsburg Bcstg. Co., Pittsburg, Calif., for leave to amend application, and record was reopened for limited purpose of making amendment (which specifies new trans. site which complies with requirements of engineering standards and new trans. type) part of record, and record was thereupon closed. At same time Commission announced proposed decision looking towards grant of application of Pittsburg Bcstg. Co. for new station in Pittsburg, Calif., 990 kc 1 kw unl. subject to following cond.: (1) that suitable phase monitor be installed; (2) that directional-non-directional survey be made and accepted by Commission prior to issuance of license; and (3) that trans. site and ant. system shall receive approval of CAA.

BY THE COMMISSION

Action Set Aside

WMBD Peoria, Ill.—Adopted order setting aside its action of Jan. 19 granting application of WMBD for mod. CP to make changes in DA, as it appears that theoretical calculation of radiation pattern submitted in connection with this application is seriously in error and that use of parameters proposed by applicant will not result in radiation pattern proposed or reasonable close approximation (WMBD has CP for 1470 kc 5 kw DA-N).

BY COMMISSION EN BANC

Petition Granted

Washington Post, et al, and Columbia Bcstg. System Inc.—Granted joint petition to modify cond. of Commission consent of Oct. 20, 1948, to assignment of license of WTOP Washington from CBS to WTOP Inc. (new corporation 55% owned by Washington Post and 45% by CBS), and transfer of KQW (AM-FM) San Francisco to full CBS control. Same are made effective immediately subject to transfer of WINX Washington from Washington Post to new parties being consummated on or before Aug. 1 (instead of Feb. 20 as previous cond.) or license of WINX being surrendered and operation terminated on or before Aug. 2 (Chairman Coy not participating; Comr. Jones dissenting).

Argument Set

Designated oral argument for Feb. 21, in re proposed decision of WTEL Foulkrod Radio Engineering Co. and WHAT Independence Bcstg. Co., Philadelphia.

Action Deferred

WPTR Albany, N. Y.—Deferred action on application for mod. CP increase power from 10 to 50 kw (1450 kc) and to change to DA-DN, pending study by Commission as to question of applicant's qualifications in light of May 3, 1948, decision of U. S. Supreme Court in Schine Chain Theatres Inc. et al v. United States, 334 U. S. 110, wherein Schine Chain Theatres, principal stockholder of applicant, was found to have violated the Anti-Trust Act.

February 10 Applications . . .

ACCEPTED FOR FILING

Assignment of CP

KFTM Fort Morgan, Col.—Assignment of CP from Robert Dolph, Robert McCollum and J. T. Price Jr. d/b as The Fort Morgan Bcstg. Co. to Robert Dolph and Robert McCollum d/b as The Fort Morgan Bcstg. Co.

WKBS Oyster Bay, N. Y.—Assignment of CP from Eastern Bcstg. Co. Inc. to Key Bcstg. System Inc., changing from Delaware to New York corporation; same ownership.

Transfer of Control

WLAU Laurel, Miss.—Relinquishment of control of Southland Bcstg. Co., licensee, by Hugh M. Smith to James V. Wilson.

AM—570 kc

WMAM Marinette, Wis.—CP change from 570 kc 100 w-N 250 w-D unl. to 570 kc 1 kw unl. DA-N.

AM—1250 kc

Fort Payne On the Air, Fort Payne, Ala.—CP new AM station 1250 kc 100 w-N 250 w-D unl. AMENDED to request 1250 kc 250 w D.

AM—1450 kc

Centinela Valley Bcstg. Co., Inglewood, Calif.—CP new AM station 1450 kc 250 w specified hours. AMENDED to request unl. hours and change trans. site from Inglewood to Los Angeles County, Calif.

AM—1260 kc

Griner-Dillon Bcstg. Co., Bay City, Mich.—CP new AM station 1350 kc 500 w-D. AMENDED to request 1260 kc.

AM—1220 kc

Palladium-Times Inc., Scriba, N. Y.—CP new AM station 840 kc 1 kw D AMENDED to request 1220 kc.

AM—1240 kc

WQAN Scranton, Pa.—CP change from 910 kc 500 w-N 1 kw-D share time with WGBI to 1240 kc 250 w unl.

Modification of CP

KVLU Lubbock, Tex.—Mod. CP new AM station for extension of completion date.

KBRZ Bryan, Tex.—Mod. CP new AM station to increase power from 500 w to 1 kw.

License Renewal

WGAN-FM Portland, Me.—License renewal FM station.

WJLK Asbury Park, N. J.—Same.
WMFR-FM High Point, N. C.—Same
KFXD-FM Nampa, Ida.—Same.
WKIL Kankakee, Ill.—Same.
WPAG-FM Ann Arbor, Mich.—Same.
KFOR-FM Lincoln, Neb.—Same.
WSJS-FM Winston-Salem, N. C.—Same.
WTRI Troy, N. Y.—Same.
WMRC-FM Greenville, N. C.—Same.
WLVA-FM Lynchburg, Va.—Same.
WDTR Detroit—License renewal noncommercial, educational FM station.

Assignment of CP

WMFI Memphis, Tenn.—Assignment of CP new FM station from Fanny B. Wilson to WMFI Bcstg. Co.

Modification of CP

KSLH St. Louis—Mod. CP new noncommercial, educational FM station for extension of completion date.

KLTI-FM Longview, Tex.—Mod. CP new FM station to change ERP and studio site.

KFLW-FM Klamath Falls, Ore.—Mod. CP new FM station to change from Class B to Class A outlet, with Channel 257 (99.3 mc) ERP 400 w and ant.

WGST-FM Atlanta—Mod. CP new FM station for extension of completion date.

WVNA Indianapolis—Same.
WRR-FM Dallas, Tex.—Same.
WLYC Williamsport, Pa.—Same.
WRHI-FM Rock Hill, S. C.—Same.
KTSA-FM San Antonio—Same.
WBIR-FM Knoxville, Tenn.—Same.
WHIS-FM Bluefield, W. Va.—Same.
WPDX-FM Clarksburg, W. Va.—Same.
WKAX-FM Birmingham, Ala.—Same.
WJBC-FM Bloomington, Ill.—Same.
WMBI-FM Chicago—Same.
WFTW-FM Fort Wayne, Ind.—Same.
KVOB-FM Alexandria, La.—Same.
WCAP-FM Asbury Park, N. J.—Same.
WMCA-FM New York—Same.
WAGE-FM Syracuse, N. Y.—Same.
KTLX Phoenix, Ariz.—Mod. CP new commercial TV station for extension of completion date to June 15.
KEYL San Antonio—Same.

TENDERED FOR FILING

AM—1310 kc

WNAE Warren, Pa.—CP change from 1310 kc 1 kw-D to 1310 kc 1 kw-D 100 w-N unl., change trans. site and mount FM ant. on AM ant.

Box Score

SUMMARY TO FEBRUARY 10

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,930	1,883	245		468	269
FM Stations	708	241	682	32*	85	28
TV Stations	57	7	116		313	181

* 11 on the air.

CALL ASSIGNMENTS: KGNB New Braunfels, Tex. (Comal Broadcasting Co., 1420 kc, 1 kw, day); KIBE Palo Alto, Calif. (D & K Broadcasting Co., 1220 kc, 250 w, day); WEDR Birmingham, Ala. (Magic City Broadcasting Co., 1220 kc, 1 kw, day); WSIP Paintsville, Ky. (Big Sandy Broadcasting Co., 1490 kc, 250 w, fulltime); WSFL Springfield, Mass., assigning call of FM outlet to new AM station and giving call of WSFL-FM to FM station (Springfield Broadcasting Co., 1600 kc, 5 kw, day); WJLN (FM) Bessemer, Ala., switching from WJLD-FM (Johnston Broadcasting Co.).

AM APPLICATIONS

Bradford, Tenn.—Clifford L. Cooley, 1180 kc, 1 kw, daytime. Mr. Cooley informed FCC he had already constructed station, building and paying for it himself. He said he was disabled veteran of World War II, having served in Army, and that he has been studying and experimenting in radio for 22 years. Petition was included, signed by number of local people, requesting FCC consideration as area needed local station and they didn't believe outlet would interfere with any other existing station. FCC said application was incomplete and would be returned. Filed Feb. 9.

Grand Rapids, Mich.—Booth Radio Stations Inc., 970 kc, 1 kw, unlimited; estimated cost $69,580. Applicant, licensee of WJLB-AM-FM Detroit and WBBC Flint, Mich., is owned 98.97% by John L. Booth. Filed Feb. 10.

Oelwein, Iowa—The Northeast Iowa Radio Corp., 950 kc, 1 kw, daytime; estimated cost $40,987.27. Principals include: Harry D. Flower, partner Oelwein Livestock Exchange and in insurance business, president; Arthur G. Schneider, owner The Home Cafe, vice president; Regis A. Harrington, part owner Iowa Portable Mill Co., secretary; Thomas Smith, real estate and insurance, treasurer; Earl W. Moore, Buick-Pontiac dealer, director; Lawrence A. Liebe, Ford dealer, director; Richard E. Swan, owner Swan's Furniture Store, director. Each officer holds 7.15% interest. Each director and each of seven others holds 7.14% interest. Filed Feb. 9.

FM APPLICATIONS

Boone, Iowa—Boone Biblical College, Class A, Channel 257 (99.3 mc), ERP 250 w; estimated cost $7,835. Applicant is licensee of KFGQ Boone. Filed Feb. 3.

Columbia, S. C.—L. E. Duffey and B. C. Eddins d/b as The Voice of Cullman, Class A, Channel 224 (92.7 mc), ERP 365 w; estimated cost $6,950. Applicant has AM request pending for Cullman, Ala. (BROADCASTING, Jan. 17). Filed Feb. 3.

Los Angeles—Long Beach Board of Education, Governing Body for Long Beach Unified School District of Los Angeles, requesting noncommercial, educational FM station on frequency to be assigned, power 10 w; estimated cost $7,120. Filed Feb. 10.

FTC Complaint

UNIVERSAL Radio-Vision Training Corp., Hollywood, and its officers have filed an answer with the Federal Trade Commission denying charges of misrepresenting home study courses. Charging violation of the FTC Act, the complaint alleged "false, deceptive and misleading statements and representations" with respect to correspondence instruction in electronics, radio and television. Hearings are not set yet.

CHRYSLER AIRTEMP

House Organ Features Radio

CHRYSLER AIRTEMP Division of Chrysler Corp. devoted the February issue of its house organ, *Chrysler Airtemp News*, to radio stations which use the firm's cooling and heating systems.

Pictures of studios, broadcasting buildings and their cooling systems comprised eight of the issue's 12 pages. Among the stations featured are WWJ Detroit, WREC Memphis, CBS New York, KFPW and KWHN Fort Smith, Ark., WMGM New York, WBRC Birmingham, Ala., WILK Wilkes-Barre, Pa. and WIAC San Juan, P. R.

MASS MEDIA

Huth Covers Influence

NEW SERIES of lectures on "Mass Media and International Relations" is offered by the New School for Social Research, 66 West 12th Street, New York City. The course is designed to cover the role and influence of radio, press and films and the potentialities of television and facsimile.

Dr. Arno Huth, well known radio authority who represents UNESCO at the world broadcasting conference in Mexico City, is conducting the course which started Feb. 9. Outstanding authorities in mass communication will take part as guest speakers. Special film presentations and field trips also are planned.

CANADIAN ROYALTIES

On Music Established

ROYALTY PAYMENTS for Canadian broadcasters for music used in 1949 have been set by the Canadian Copyright Appeal Board. Private stations and Canadian Broadcasting Corp. stations will each as a group pay $136,081 to CAPAC (Composers, Authors, Publishers Assn. of Canada). CBC had asked the board for a reduction from its assessment [BROADCASTING, Jan. 10].

This figure places royalties at 14¢ per licensed receiver, with CBC paying 7¢ and private stations together paying the same amount. Private stations will pay BMI Canada Ltd. $38,800, based on 2¢ per licensed receiver. CBC has flat rate arrangements with BMI Canada Ltd. ($17,500), which did not come before Canadian Copyright Appeal Board. Total all Canadian stations will pay for use of copyright music in 1949 is $328,550.

DOUGLAS MAURER, 10, one of Miles Labs. *Quiz Kids* (NBC, Sundays, 3-3:30 p.m. CST), won the championship spelldown sponsored annually by the *Chicago Daily News* as it was telecast by WENR-TV Chicago, ABC's outlet. Douglas will represent Chicago in the National Spelling Bee at Washington in May.

McMAHON PLAN

Urges U.S.S.R. Exchange

SUPERVISED broadcasts through the United Nations for a public exchange of views in both Russia and the United States was urged Feb. 7 by Sen. Brien McMahon (D-Conn.) during a speech in the Senate.

The plan was suggested by Sen. McMahon as a simple test of the sincerity of Stalin's statement that he honestly desires to meet with President Truman for discussion of a peace pact.

Another meeting would fail, Sen. McMahon told the Senate, unless the peoples of Russia can be fully informed of purposes of the meeting. The reason for previous peace pact failures, he maintained, was that "the Soviet Government has no responsibility and no accountability to the Russian people." Russia's iron curtain he recognized as the "greatest peace menace in the world."

Sen. McMahon asserted that a peace meeting between Premier Stalin, President Truman, Prime Minister Bevin and Premier Queuille is "vitally urgent" but felt the iron curtain should be lifted by the Soviet Government as a precondition of that meeting.

His proposal called for direct radio talks by President Truman and other heads of government to the Russian people on the eve of formal negotiations. Reciprocal privileges would be offered Premier Stalin. Adequate translations would be offered with all details worked out by United Nations officials.

"It is obvious that a single series of talks by the heads of democratic governments to the Russian people will not produce a permanent breach in the iron curtain," he told his colleagues. "But in the peace negotiations to follow the democratic nations should insist upon the right of the United Nations to operate radio stations in each of the Big Five nations, including Russia. Only through the permanent breaching of the iron curtain in this fashion can the cause of peace be served.

GEORGE CREAMER

Leaves WINX Program Post

GEORGE M. CREAMER, program manager at WINX Washington since March 1947, resigned a fortnight ago. His future plans have not been announced.

Prior to joining WINX Mr. Creamer worked in New York for two years as a freelance producer-director and was with NBC in New York for two years. While at NBC he worked on such programs as the Jack Benny show, Wayne King show, *The Army Hour*, *The Catholic Hour*, and the *Telephone Hour*. He previously served as staff announcer at WBZ Boston, WOV New York, WCOP Boston, WLAW Lawrence and with the Yankee Network, Boston.

TRANSIT STRIKE

Radio Steps to Fore In Philly Crisis

WHILE a snowstorm gripped the city and the transportation strike loomed over single-transit-system Philadelphia, radio stepped to the fore with offers of assistance.

WIP made its services available to municipal authorities and civic leaders as they prepared to meet the walkout deadline, 12:01 a.m. last Friday. Heads of 250 industrial firms and commercial organizations with a total personnel of more than 200,000 were contacted by direct wire day before the strike and given free use of WIP's facilities. The offer was for the purpose of giving employes and the public information which would aid in alleviating distress caused by the strike.

The WIP special events staff was augmented by other staffers, and an information headquarters on the strike situation was set up. The station offered the police department space for a representative of the department to take information direct from police headquarters on traffic conditions so that this information, as well as advice pertinent to the health and economy of the city could be given the public promptly.

WFIL assigned staff members to city hall. Station's mobile units were on the streets, and lines were up for live broadcasts from car barns and other strike scenes. Camera crewmen were alerted and WFIL-TV planned to air television newsreels as fast as processed. Staffers were instructed to work overtime if necessary.

Early in the week, WPEN had addressed letters to personnel managers of department stores, banks, industrial firms and specialty shops and to advertising agencies announcing the station would be on the air Friday from 6 a.m. to provide their employes with the latest strike information and to give them messages from their employers. WPEN also planned to stay on the air after its usual closing hour.

In addition to keeping Philadelphians abreast of developments, KYW and WCAU arranged for car pools for their own employes. WPTZ (TV) planned to run motion pictures of strike scenes on its news telecasts Friday.

WIBG scheduled all-night broadcasts telling how employes were to get to work, giving extra train schedules of the railroads and conveying information for school children.

WJMJ planned a Friday campaign based on the slogan "Be a good neighbor—share your car." An extra girl was to take over on the switchboard to convey latest strike messages to announcers.

WHAT assigned two men with tape recorders to get strike comments from "the man on the street." All strike programs were to be rebroadcast after 1 a.m. Station interrupted all programs for messages from strike headquarters.

WDAS, on the air to 1 a.m., was making announcements from the Bell Telephone Co. and lending its facilities to aid in the emergency in other respects. Staff was to work beyond quitting hours. WTEL planned similar public service assistance during the strike.

Upcoming

Feb. 21: FCC Hearing on G. A. Richards' news policies, Federal Bldg., Los Angeles.
Feb. 24-25: Western Radio Conference, Marine Memorial Club, San Francisco.
Feb. 25: California State Broadcasters Assn. annual meeting, Palace Hotel, San Francisco.
Feb. 28: WHAS Transfer Hearing, FCC Hdqrs., Washington.
Feb. 28-March 1: NBC affiliates meeting, Chicago.
March 1: Wander Co. Hearing before FTC continued, Durham, N. C.
March 2-6: Exposition of Electrical Progress (TV studio), Municipal Auditorium, Kansas City, Mo.
March 3-5: Annual Radio Conference on Station Problems, U. of Oklahoma, Norman, Okla.
March 4: Fourth Annual Michigan Radio Conference, Michigan State College Campus, East Lansing.
March 7-9: Chicago Television Council national TV conference, Chicago.
March 7-10: IRE national convention, Hotel Commodore and Grand Central Palace, New York.
March 8-9: National Marketing Conference, Neil House, Columbus, Ohio.
March 10-12: Assn. of Women Broadcasters Convention, Drake Hotel Chicago.
March 23-25: Assn. of National Advertisers spring meeting, The Homestead, Hot Springs, Va.
March 29-30: Fifth Annual City College of New York Radio-Television and Business conference, Hotel Roosevelt, New York.

RALPH C. CAPLES

Agency President Dies

RALPH C. CAPLES, 76, president of The Caples Co., Chicago, New York, Omaha and Los Angeles advertising agency, died last Monday at his home in Sarasota, Fla.

Mr. Caples founded the agency in Chicago in 1921 after spending over 20 years in the railroad business. He worked in various traffic positions with the New York Central, Western Maryland Railway and Willys-Overland Co. of Toledo. He is survived by his wife, Ellen Fletcher Caples, and a brother, Dr. Byron Caples of Reno., Nev.

UNESCO NEWS

Prepared Scripts Available

SCRIPTS designed for use as weekly news programs will be made available to U. S. radio stations beginning Feb. 19, the U. S. National Commission for UNESCO announced last Wednesday. The broadcast material will be titled "UNESCO World Review—Weekly Radio News About Education, Science and Culture." The scripts will be prepared by UNESCO's Paris headquarters and transmitted to broadcasting networks and stations throughout the world through cooperating groups in member organizations of United Nations Educational, Scientific and Cultural Organization.

Scripts will contain about 10 brief news items and one five or six minute discussion on a major development. Though designed for straight news programs, the material may also lend itself to dramatization, the Commission quoted UNESCO officials as reporting. U. S. stations may request weekly copies from UNESCO's Relations Staff, Dept. of State, 1778 Pennsylvania Ave., Washington 25, D. C.

PROMOTION

Kroger Winners Named

PROMOTION awards for exploiting the Kroger Co.'s daytime radio serials have been announced by C. M. Robertson Jr., president of The Ralph H. Jones Co., agency for Kroger.

The stations receiving top honors are WLW Cincinnati, WOOD Grand Rapids and WBOW Terre Haute. Three additional stations, WCHS Charleston, W. Va.; WMBD Peoria, Ill., and WBTM Danville, Va., were given honorable mention.

Based on skill and ingenuity in promoting the Kroger programs, the nine-week contest was planned by the Ralph Jones agency to add additional intensity to "The Greatest Value Show on Earth" campaign for Kroger.

Stations reported on their promotional activities, with 86% of the stations carrying the shows submitting entries. Plaques will be presented to the winning stations March 4 and the person responsible for the promotion job at each of the three winning stations will receive an all-expense trip to Cincinnati.

SEAKS RESIGNS

To Join Wheeler Firm

ATTORNEY General Tom C. Clark announced Feb. 9 that he had, with reluctance, accepted the resignation of Robert G. Seaks, assistant chief of the appellate section of the Antitrust Division. Mr. Seaks will engage in private law practice with former Sen. Burton K. Wheeler and his son, Edward K., in the law firm of Wheeler & Wheeler.

Mr. Seaks has been in government service since 1934. He was with the FCC from January 1941 to April 1942 as assistant to the then chairman, James L. Fly. He entered the Dept. of Justice in January 1946 after service with the Navy.

While with the Justice Dept. Mr. Seaks was engaged in handling appellate problems and preparing briefs in antitrust cases. He also worked on Federal Trade Commission and Interstate Commerce Commission appellate cases.

WPTR PLEA

Ask FCC Reconsideration

FCC WAS ASKED last Friday to reconsider its action of the day before deferring action on WPTR Albany's 50 kw application pending further study of the effects of the Supreme Court's anti-trust decision against Schine Chain Theatres, chief owner of WPTR.

In a letter submitted by Leonard H. Marks, WPTR counsel, the station urged the Commission to grant its application on the condition, if necessary, that the grant shall not prejudice any action FCC may take on WPTR's application for license.

It was pointed out that FCC followed this course in an old case involving WGKV Charleston, W. Va. Even though WGKV's renewal application was being held up—and was not finally acted upon until two years later—FCC granted WGKV a power increase without prejudice to the final result in the renewal case, WPTR noted.

The letter also made clear that FCC was "fully and specifically advised" of the anti-trust suit before it approved Schine's acquisition of its 55% interest in the station in January 1948.

"In view of this full and complete disclosure, deferring action on the [50 kw] application works a considerable hardship on the applicant since an investment of approximately $400,000 has been made towards the construction of station WPTR," the letter asserted.

It was pointed out that WPTR, assigned 1540 kc with 10 kw, filed the 50 kw application because "signal strength anticipated in its original application was not realized [because] the transmitter site showed a poorer conductivity after installation had been completed than was reflected in the Commission's soil map."

WPTR said the improvement of facilities which it is seeking will cost approximately $141,000.

FCC's action providing for a study of Schine's qualifications in the light of the anti-trust decision is consistent with the course it is following with TV applications of Paramount Pictures, also found guilty of anti-trust violations, and which it presumably will follow with others named in the anti- trust case [BROADCASTING, Jan. 31]. Applications held up thus far involve television license renewals.

Winnie on Advertising

RUSS WINNIE, manager of WTMJ, WTMJ-TV and WTMJ-FM, *Milwaukee Journal* stations, will outline "The Impact of Radio and Television Advertising" at a field trip session in the U. of Wisconsin Opportunities in Advertising series, which began Wednesday. Mr. Winnie, as a guest instructor for the university's Milwaukee Extension Division and the Milwaukee Advertising Club, will conduct enrollees through the *Journal's* Radio City headquarters. This will be the only course in the series on radio and video.

PULCHRITUDINOUS PROMOTION

Are the Strolling Mystery Models

TO PROMOTE its "Who Is Miss Terry?" Contest on *Fashions on Parade* (Fridays, WABD New York, DuMont), the video program in cooperation with the U.S.O., last week sent six beautiful models wearing jeweled masks for a stroll down different sections of Fifth Ave. The models paraded about the various stores on Fifth Ave. that participate in sponsoring *Fashions on Parade*. Those stores are Ivel Furs, Paris Decorators, Amelia Earhart Luggage and Gotham Hosiery.

The masked models not only attracted attention to themselves but also pointed out the signs in the stores which mentioned the fact that their merchandise could be seen in the show or won on the contest.

The contest itself, which is conducted every week on the program, is that of identifying Miss Terry, a well-known personality, by clues seen—but not heard—on the television show. The person who correctly identifies Miss Terry will receive thousands of dollars worth of merchandise. Calls are made to people who have submitted the best slogans on "Why Everyone Should Support the U. S. O."

Proceeds of the mail all go to the USO to continue its work in helping the wounded veterans.

The program plans to continue the strolling model idea throughout the course of the contest. Actual walks take place about once a week, with an additional masked model who cruises on Fifth Ave. at the same time in an open convertible.

Fashions On Parade is produced by Top Productions, New York.

Col. Candler Cobb (l) of USO Citizens Committee and Euclid McBride, vice chairman of New York USO campaign, received contributions from models.

AIR PERFORMERS

To Entertain Airlift Men

TOP-RANKING radio entertainers will perform in a series of shows for American personnel assigned to airlift operation in Europe, the Air Force announced last Monday. Programs are being arranged by the USAF's Special Services Division.

First program scheduled for "Operation Vittles" is *Take It or Leave It*, starring Garry Moore, who together with other members of the cast are scheduled to leave for Germany tomorrow (Feb. 15). They are slated to make 30 appearances during a ten-day stay, as well as special stop-off shows at bases in the Azores and Newfoundland. Other cast members include Vivian Blaine, Mel Henke and Sybil Bowan.

Two *Take It or Leave It* shows will be transcribed in Germany and flown back to the U. S. for broadcast over NBC in the regular 10-10:30 p.m. slot. Five airmen of the "Vittles" project will be featured as contestants.

WEST CONFERENCE

Geo. Jennings to Speak

GEORGE JENNINGS, national president of the Association for Education by Radio and director of Chicago Radio Council, will speak at the second annual Western Radio Conference in San Francisco Feb. 24-25, John C. Crabbe, program chairman, announced last week.

Other guest speakers and panel members will include Gerald Maulsby, assistant director of public affairs, CBS New York; Stuart Novins, CBS Hollywood public affairs director; Richard Bertrandias, writer-producer, KNBC San Francisco; Paul Speegle, KNBC program manager; Keith Kirby, KPIX (TV) San Francisco program manager, and Allen Miller, director of the Rocky Mountain Radio Council.

Mr. Jennings will speak on a panel devoted to classroom radio, to be held the evening of Feb. 24. Mr. Maulsby and William Ladd, U. of Washington's assistant director of radio education, will headline a session titled "Let's Talk About Talk." Chairman is Luke Roberts, educational director, KOIN Portland.

Radio documentaries will be analyzed and discussed on opening day. In addition to Messrs. Novins and Bertrandias, panel will include Stanley Donner, Stanford U. radio director. Other sessions will cover children's programs and the use of radio in community projects. Program will conclude with a KPIX television broadcast. Registration fee is $3.50, with individual sessions priced at $1.

WFIL PHILADELPHIA, in cooperation with the Foreign Policy Assn., the United Nations Council of Philadelphia and the League of Women Voters, launched the first of a series of nine Thursday night half-hour broadcasts on *Who Makes Our Foreign Policy*.

CONSOLIDATION

Mobilization Discussed

PROPOSALS to consolidate two procurement-mobilization plans will be discussed during a meeting of the Electronics Equipment Industry Advisory Committee to the Munitions Board and the National Security Resources Board at the group's second meeting Feb. 16 at the Pentagon.

Reporting on the proposals will be a "task committee" of leading radio and electronic manufacturers which has made a study of plans submitted by the Radio Manufacturers Assn. and the Munitions Board. Sitting in as observers at the meeting will be the Inter-Service Electronics - Communications Committee, headed by Col. Fred Kunesh of the Signal Corps.

Emergency "contingency" plans for the electronics industry will be another topic of discussion. The industrial preparedness plan revolves about "ghost orders," which serve as the basis for rapid expansion plans to be placed into effect should a national emergency arise.

The "ghost orders" put enough preparatory measures immediately into effect to insure that manufacturing companies are just a few short steps off from the ability to swing into full production.

BOSTON POOL

Stations Air Documentary

TEN Boston radio stations banded together in a pooled broadcast Feb. 13 (yesterday) and aired a half-hour documentary program to inaugurate publication of a survey of various agencies and communities in Boston. Program was heard from 1:30-2 p.m.

The broadcast, titled *Suppose Nobody Cared*, was carried by WBMS WBZ WCOP WEEI WHDH WMEX WNAC WORL WTAO (Cambridge) and WVOM. City's two television outlets—WBZ-TV and WNAC-TV—were to telecast the report. All stations will give heavy plugging to the survey and many indicated they would allot special time for discussion.

The research group in charge of the survey studied 55 independent, self-governing communities comprising the metropolitan area, served by 500 voluntary and some 300 tax-supported agencies. Recommendations in the report, one of the most comprehensive ever undertaken by any community in the country, were expected to be revolutionary.

John C. Dowd, of John C. Dowd Inc., Boston agency, headed the overall radio and news committee. Radio committee included Craig Lawrence, WCOP; James Powers, WNAC; William McGrath, WHDH; Gordon Swan, WBZ, and Paul Perreault, WTAO.

City's newspapers are devoting two or three pages daily, for six consecutive days, to publication of survey findings.

At Deadline ...

ONE AM GRANT, ONE DENIAL PROPOSED BY FCC

PROPOSED decisions adopted by FCC to grant Pittsburg Broadcasting Co. new AM station at Pittsburg, Calif., 990 kc, 1 kw fulltime, and to deny request of Crawfordsville, Ind., *Journal-Review* for new outlet, 1340 kc, 250 w fulltime.

In the California case, FCC granted petition of Pittsburg Broadcasting to amend request to change transmitter site and transmitter type. The Pittsburg station would receive some interference from outlet proposed at Oakland, Calif., by C. Thomas Patten, the Commission found.

Crawfordsville proposed denial based on findings of mutual excessive interference with other stations in area.

Principals in Pittsburg Broadcasting: John C McFarland, musician and former station man, president and 26.8% owner; Tonno Lazie, hotel business, vice president 11.6%; Melvin D. Marshall, former station manager, secretary-treasurer 26.8%, and Joseph Faria Jr., 11.6%. There are six other stockholders. Messrs. McFarland and Marshall publish weekly paper.

CLINIC DEMONSTRATIONS

NAB Program Clinic, to be held at Northwestern U's downtown Chicago campus, June 27-29, will be broken into three segments, according to tentative NAB plans. Clinic will include technical, service and "horizons" or outlook sessions. Producers and directors (of AM, TV, FM) will be called upon to demonstrate actual programming techniques, and take part in discussion panels. Committee and sub-committee personnel as yet undetermined, though Ted Cott, WNEW New York, chairman of sub-committee of program executive committee, is expected to help map agenda within next two weeks. Present plan is to limit clinic registration to 300 or 400.

AWB PANEL SESSION

PANEL discussion on "The Business of Broadcasting" will highlight Friday session during Assn. of Women Broadcasters' sixth annual convention in Chicago March 10-12. Participants, all NAB, to include: Harold Fair, program department director; Lee Hart, retail coordinator, and Maurice B. Mitchell, director of broadcast advertising, with Robert K. Richards, public relations director, as moderator. A. D. Willard Jr., NAB executive vice president, and FCC's Frieda B. Hennock will address luncheon meetings on March 11 and 12, respectively. Registration deadline announced as March 1.

WNBQ TRIES MICROWAVE

WNBQ (TV) Chicago (NBC) experimenting with microwave relay from Evanston for transmission of weekly *Evanston Children's Theatre* TV show. Format to include story-telling to youngsters. Children to act parts creatively. Show would be telecast Thursdays, 5-5:30 p.m. (CST).

BSF&D NAMES TWO VPs

WILLIAM F. AUSTIN Jr. and Richard Reins named vice presidents of Brooke, Smith, French & Dorrance, Detroit and New York. Mr. Austin is creative supervisor and Mr. Reins executive art director in Detroit division.

NAB STANDARDS MEET SLATED FOR CHICAGO

FIRST meeting of overall industry Recording and Reproducing Standards Committee will be held at Chicago's Stevens Hotel April 11, 12 during NAB convention week, Royal V. Howard, NAB engineering department director and Committee chairman, announced Friday. Meeting scheduled between broadcast engineering and management conferences, with committee examining standards proposals prepared by some 75 engineers and organizations. Proposals to be submitted then to NAB Board of Directors at convention meeting. Acceptance of standards will be voluntary, Mr. Howard emphasized.

TWO NAMED TO LEVER BOARD

JAMES M. ELLIOTT and Ralph P. Lewis elected to Lever Bros. Co. board of directors, Charles Luckman, firm's president, announced Friday. Mr. Elliott is president of John F. Jelke Co. (margarine), Chicago, and Mr. Lewis heads Harriet Hubbard Ayer (cosmetics), New York. Both firms are Lever subsidiaries.

N. Y. CITY TOLD TO USE TV

NEW YORK urged to use TV to sell city as tourists' mecca and strategic location for new industry at meeting of the city commerce department's municipal promotion committee.

Department previously indicated it would seek money to buy radio time to boost city. Video effort would be financed largely by private business using city messages as part of institutional advertising.

GOEBEL BUYS CUBS

GOEBEL BREWING CO., Detroit, has purchased the entire Chicago Cubs 77-game home schedule to be telecast by WENR-TV Chicago (ABC) from Wrigley Field, beginning April 19. Sale made by Roy McLaughlin, station sales manager. Agency is Brook, Smith, Dorrence & French, Detroit.

Blue Book Down Under

AUSTRALIAN RADIO, part commercial and part national, has its own Blue Book—plus.

Nation's new Broadcasting Control Board announces it not only will control but also develop and coordinate broadcasting services. Among its powers, aside from allocations and assignments: To decide how much advertising shall be broadcast, and what political and controversial matter shall be carried.

Australia currently reported to have 102 commercial stations plus 44 national outlets which are managed by quasi-governmental Australian Broadcasting Commission. Almost 1,500,000 radio listener licenses outstanding, report says. Commercial stations said to be spending more than $2.5 million per year on locally produced programs.

WHIM GIVEN LAST CLASS B FM FACILITY IN PROVIDENCE

PROGRAM considerations were chief basis of decision adopted by FCC to grant remaining Class B FM facility (Channel 260, 99.9 mc) in Providence, R. I., to WHIM Providence and deny competitive request of WRIB.

Commission found WHIM had "definite plans for the longer period of operation." Further, since FM outlet would duplicate AM programs, FCC ruled WHIM represented better integration of ownership and management.

Commission commended WRIB's proposal to duplicate its language broadcasts in light of large foreign population there. But FCC stated that "further examination" of WRIB's operation "discloses that this applicant has not exercised such a reasonable degree of diligence over its Portuguese language programs."

TV-RADIO PRODUCING FIRM

TELE-THEATRE Productions, new TV-radio production firm, opens offices at 33 W. 58th St., New York. Organization includes Tele-theatre Studio for training actors in video techniques. Firm's founder-producer is Charles W. Christenberry Jr. Karen O'Sullivan is directing its dramatic activities.

Closed Circuit

(Continued from page 4)

terested in low-power FM church networks, will petition FCC shortly to permit church organizations to operate 10 w stations in educational 88-92 mc band. Request for similar authority for municipalities and comparable groups may also develop. It's estimated educational band could accommodate 1,000 stations if sizeable portion were 10 watters.

CARLOS MARISTANY, well known for concessions he won for Cuba as head of her delegation at 1946 NARBA Interim Conference, is key figure in some puzzling developments. He's not only been named director of Inter-American Radio Office (OIR) but also is or is slated to be Cuba's new Minister of Communications. Despite OIR appointment, he's still on Cuban government payroll, which U. S. traditionally dislikes where international officials are concerned. Though all other NARBA nations have agreed to two-year extension of present NARBA from March 28 expiration date, he's on record as saying Cuba won't go along [BROADCASTING, Nov. 15]; now he confides she probably will.

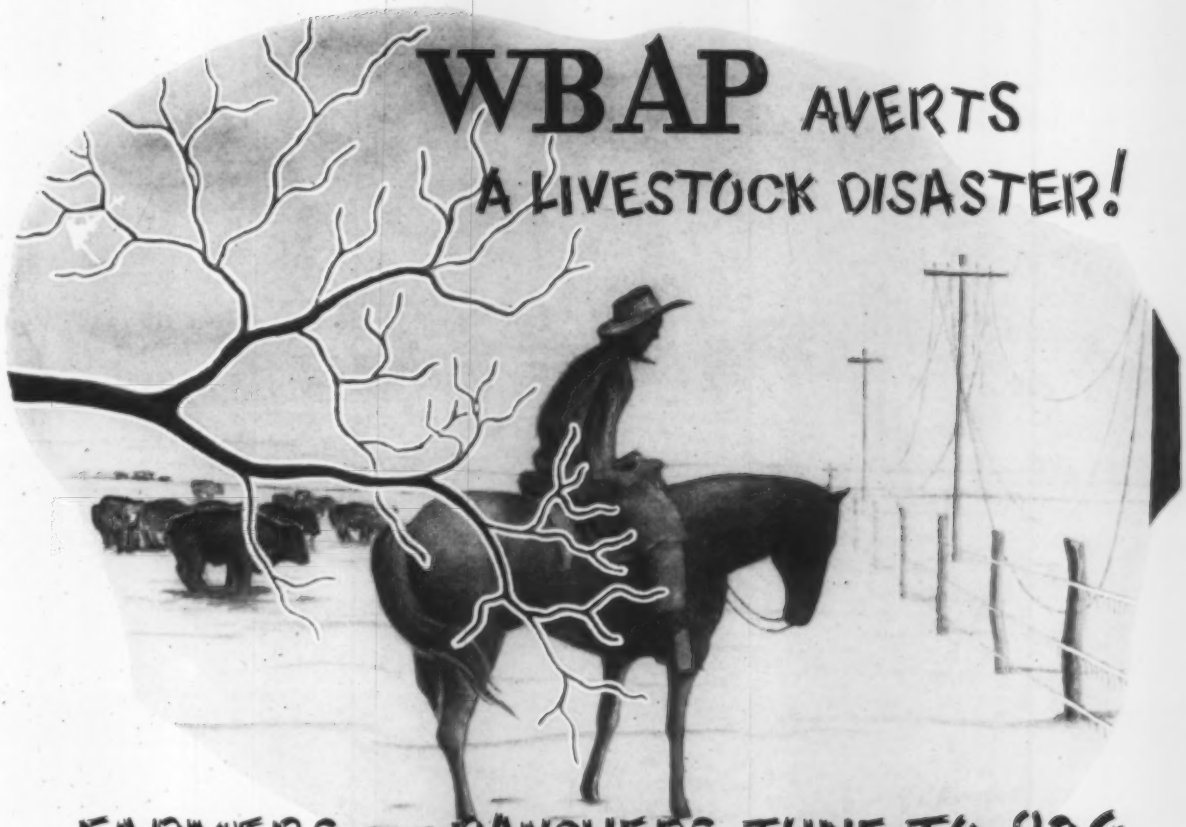
DONALD COOKE Inc., New York, radio representative, expected to merge with Lorenzen & Thompson Inc., newspaper and radio representative. Cooke firm will take over latter's complete radio properties effective mid-February.

PHILIP MORRIS cigarettes through its agency Cecil & Presbrey, New York, scheduled to make definite decision on new daytime series early this week.

COLLEEN MOORE considering Chicago TV offer to handle fashion commentary similar to that of Gloria Swanson of WPIX New York. Decision expected next month when Miss Moore returns to Chicago from Arizona.

REVERE CAMERA CO., Chicago, looking for major TV show to be telecast locally from Chicago, with possible expansion to network. Programming expected to tend toward masculine taste. Firm's first video was 15-minute show on WBKB Chicago last December. Agency, Roche, Williams and Cleary, Chicago.

WBAP AVERTS A LIVESTOCK DISASTER!



FARMERS AND RANCHERS TUNE TO 820

Several of the most disastrous ice and snow storms in history struck Texas and the Southwest recently. Communication lines stayed down and roads were impassable.

An irritating imposition to metropolitan areas, these storms threatened wholesale disaster to Southwestern farmers and ranchers.

To save millions of dollars worth of precious livestock, these cattlemen demanded immediate and vital information regarding the storm—What were expected low temperatures? How much snow would fall? How long would the storms last?

In WBAP-820's great 50,000 watt, clear-channel coverage area* this invaluable information was broadcast regularly, and received on home-powered radio sets.

For almost three decades now WBAP-820 has been delivering special services of this kind to the rancher and farmer. The station's file bulges with grateful letters from these people attesting loyalty that can't be matched.

More loyal listeners . . . More coverage . . . More sales per advertising dollar spent. WBAP-820 delivers the Southwest.

**10-100% BMB penetration in 742 counties in 22 states, 1,202,240 families. 90-100% BMB penetration, 71 counties, 2 states, 540,810 families. WBAP-820 Nighttime BMB, March, 1946.*

WBAP
THE STAR-TELEGRAM STATION
AM FM TV

ABC
570 Kc
5,000 watts

NBC
820 Kc
50,000 watts

Lone Star Chain

Amon Carter, President
Harold Hough, Director

George Cranston, Manager
Roy Bacus, Commercial Manager

FREE & PETERS, INC. *National Representatives*

Fort Worth · Detroit · Atlanta · San Francisco · Chicago · New York · Hollywood